

# shipping

# MANAGEMENT

The "How-TO" publication of Packing, Traffic and Shipping

## READERS ROUTER

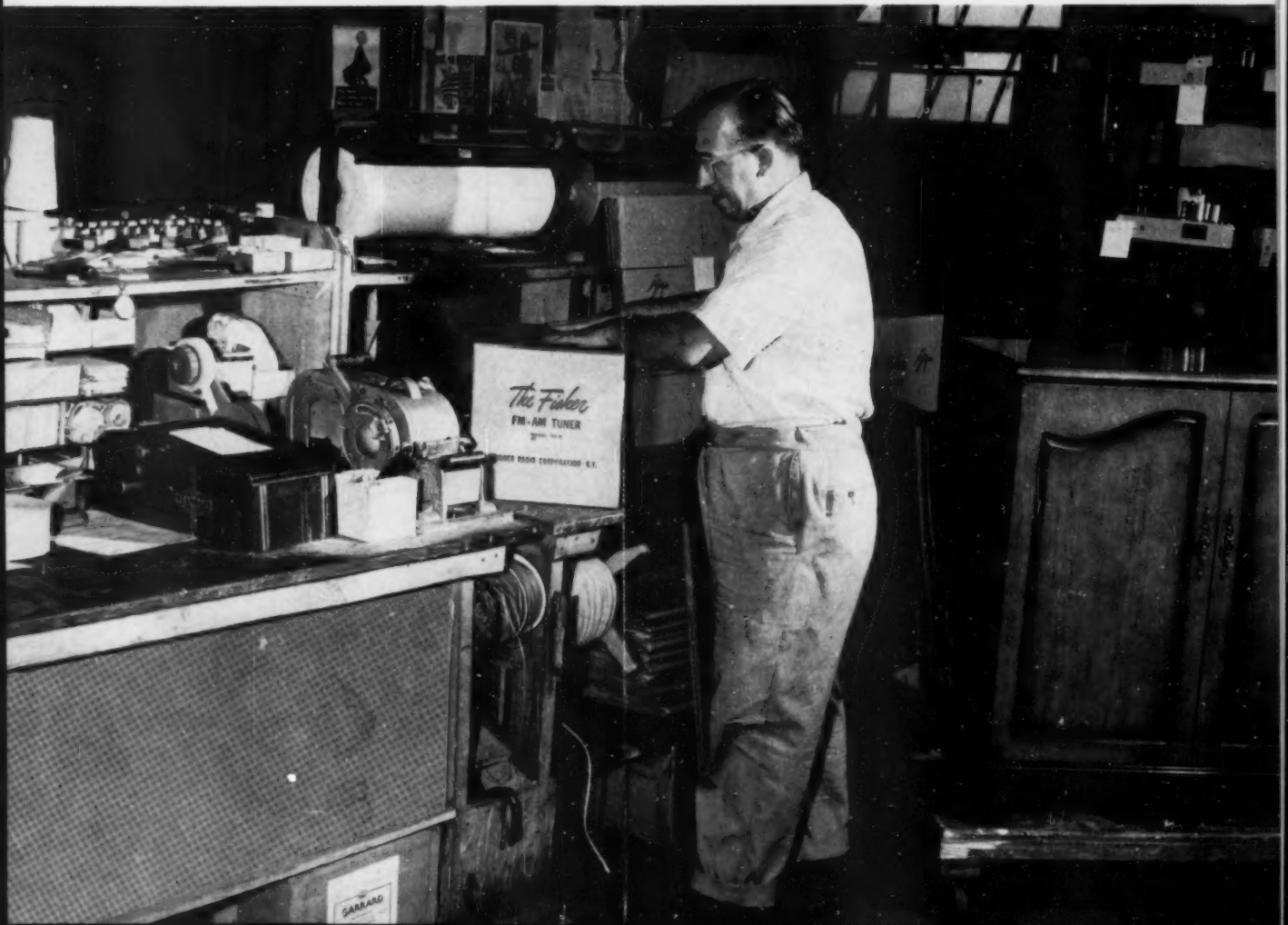
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SEPTEMBER, 1954



Shipping Department efficiency is achieved by Fisher Radio Corp. through the use of high quality packaging materials. See story, pp. 26-27.

Ninth Annual  
SIPMHE Convention  
September 28-30  
Booth Locations: Page 22



# THE MOST TALKED ABOUT GUMMED TAPE DISPENSERS ON THE MARKET!

## DERBY'S

*Fabulous  
Anniversary  
Models*



**"152"**

CUT-OFF BLADE IS GUARANTEED  
FOR THE LIFE OF THE MACHINES!

### Priced Far Lower Than Any Comparable Machine!

The star of the trade shows! . . . the most talked about gummed tape dispenser on the market! And no wonder! It's a machine that has been two years in designing, building and testing! Derby has always built fine machines and the Super Derby "152" proves it! So many big machine features . . . so many exclusive new Derby features . . . make its low, low price truly sensational!

- Exclusive Spring Clutch Feed
- Feed Stop for Predetermined Lengths up to 30"
- Dispenses 1" to 3" width tapes
- Visual Auxiliary Water Reservoir
- Single Brush Moisture Control System
- Adjustable Variable Length Slotted Handle
- Sturdy Interlocking Side Frames
- Automatic Tape Cut-Off
- Visual Measuring Scale



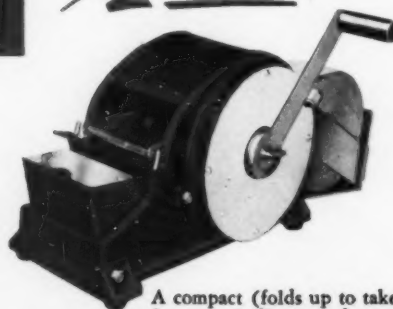
See Your Dealer Or Write:

DERBY SEALERS, INC., DERBY, CONN.

### GIANT ECONOMY

A New Gummed Tape Dispenser With  
All the Quality Features of Heavy Duty  
Machines At About

**1/2 the COST!**



A compact (folds up to take even less space) dispenser for gummed tapes from 1" to 3" wide. Has many of the unusual features of the Super Derby "152." Auxiliary Water Reservoir available.

# **DOUBLE SHIPPING ROOM EFFICIENCY** *with:*

the ORIGINAL  
TRIED and PROVEN

## **POST-O-METER PARCEL POST SCALE**

- Place the package on the platform, press down the proper zone key, and the POST-O-METER "Gun-Sight" indicator shows the CORRECT POSTAGE in one large, bold figure on an illuminated dial. Only one shutter can be opened at a time, and only one figure indicated, thus doing away with all possibilities of confusion and error.

- **ACCURACY** Precision accuracy guards your costs and profits. The POST-O-METER "Gun-Sight" indicator leaves no cause for guessing on hair-line decisions. POST-O-METER is constructed on the most advanced principles of scale design, developed by more than half of a century of scale building experience.

- **NO MORE WEIGHT MISTAKES**  
**NO MORE POSTAGE LOSSES**  
**NO MORE SHIPPING DELAYS**

- *Write for details*  
*On Free Trial Period*

*Just Press the Key . . . . .*

*You Know*

*the Postage . . . . .*



## **DETECTO SCALES, INC.**

540 Park Avenue

Brooklyn 5, N. Y.





## Streamline your traffic procedure with **P U S H B U T T O N** shipping

In this atomic age, the push button has become the symbol for massive action at man's fingertips. In shipping too, the alert, modern Traffic Manager is striving to effect "push button" control over the far-flung movement of his freight. His success will depend, to a great extent, upon who handles his consignment...and with what measure of efficiency.

National is an "all-service" company, with operations designed to take a good part of the burden from the traffic man's shoulders...to give him "push button" control of his shipping via one reliable carrier for all. One phone call starts a shipment rolling...expedited under National's supervision and responsibility from origin to destination. Your traffic procedures are simplified by complete and *interested* service—at every step

en route regardless of the number of routes involved.

You can rely on National...our more than 150 stations serve well over 30,000 communities throughout the nation and are always ready to serve you—at favorable rates particularly on long hauls coast-to-coast. If you have markets or suppliers overseas, your overland haul via National coordinates with the import-export operation of our 82-year-old Judson Sheldon Division...a supply line for you round the world. And for shipment of the used household goods and autos of relocating plant personnel, call on our 75 year-old Judson Freight Forwarding Division. Truly a complete one-company transportation service for the busy traffic manager! Try us!



A COMPLETE TRANSPORTATION SERVICE

## National Carloading Corporation

JUDSON SHELTON DIVISION • JUDSON FREIGHT FORWARDING DIVISION  
HEADQUARTERS: 19 RECTOR STREET, NEW YORK 6, N. Y.

Serving 30,000 communities through more than 150 stations in the U. S. and agents in principal foreign countries.



## Packing

### A Punch..By S. H.

**LONG MONTHS OF PLANNING**, canvassing, analysing, anticipation and plain perspiration are the ingredients that have been poured into this month's issue in liberal doses. The result—we hope—will be the answer to your "How-To Do It" Problems. For 18 years, this magazine has been serving the packing, traffic and shipping fields in many ways.

Different times bring different methods, and different methods bring new problems and add them to the old ones.

No other publication has been designed and written to fill the great need for a single publication which will help you—the shipper—do a more efficient job of packing, traffic and shipping.

To fill this need, the publishers of **SHIPPING MANAGEMENT** have found that the times call for a thoroughly modern publication, in appearance and content, that will serve as a medium for the exchange of information as to **ALL** the functions in the modern traffic department and shipping room.

We will do our best to fulfill this function, and to serve as the forum for the industry. Your problems are our problems and with the 22,540 concerns reached by SM doing 83% of the nation's shipping, you can be sure that the answers won't be long in coming.

But, we can't perform our duties properly unless you communicate with us. If you have a problem—drop us a line! If you have an answer to somebody else's problem—write! If you have a new idea or technique you want to share with your fellow traffic and shipping men—write! If you just want to say hello—write!

One of our first streamlined departments has really met with an enthusiastic response in just two short months. The pre-paid **HELP-O-GRAM** reply card has proven to be a helpful time-saver in bringing the latest literature, catalogs and price details on new products and shipping improvements to our busy traffic and shipping executives.

In case you haven't seen, or put the new method to use yet, here's how it works: First, after reading through the issue, spot the new product items about which you would like to receive more information. Each item has a key number, corresponding to a box on the card insert. Check the correctly numbered box, write in your name and address, then drop the card into  
(Continued on Page 33)

**MEN — METHODS — MATERIALS**

SEPTEMBER, 1954

# shipping MANAGEMENT

Vol. 19 — No. 9

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**A HOFFMAN PUBLICATION**

# York Ice Maker is going places



**READY TO USE.** The minute this York Ice Maker comes off the production line it is ready to use. But to reach its destination as perfect as it left the last inspector, a shipping case as good as the unit must be designed. The York Corporation put the problem in the hands of experts—Atlas Plywood's Shipping Container Clinic.



**READY TO TRAVEL.** Although it goes low-rate freight, the ice maker will "ride Pullman" so far as comfort and safety are concerned. The Clinic recommended bolted-to-the-back fastening, a light-but-strong plywood sheathing enclosing all parts against weather. A package bonus over less modern types is room on all sides for trademark and instruction stencils.

## Can your shipping costs be cut?

Let's try. No charge if they can't. Big savings if they can. Ship us your products in their present containers. Then —

We'll test them, duplicating all conditions of actual transit. You'll get a full engineering report, along with the clinic's recommendation for any improvement in packaging that may be needed. And you're welcome to watch the tests.

This is a FREE service by Atlas Plywood. Without obligating you in any

\* Manufactured by York Corporation, York, Pa.

way it enables you to find out: (1) whether or not you can get a *safer* shipping container; (2) whether you actually *can* cut your present shipping costs, and; (3) just *how much* you can save.

Your Atlas Plywood representative (see Classified Telephone Directory) will be glad to make the arrangements. Or write to Atlas Plywood Corporation, 1432 Statler Building, Boston 16, Mass.

## Atlas Plywood

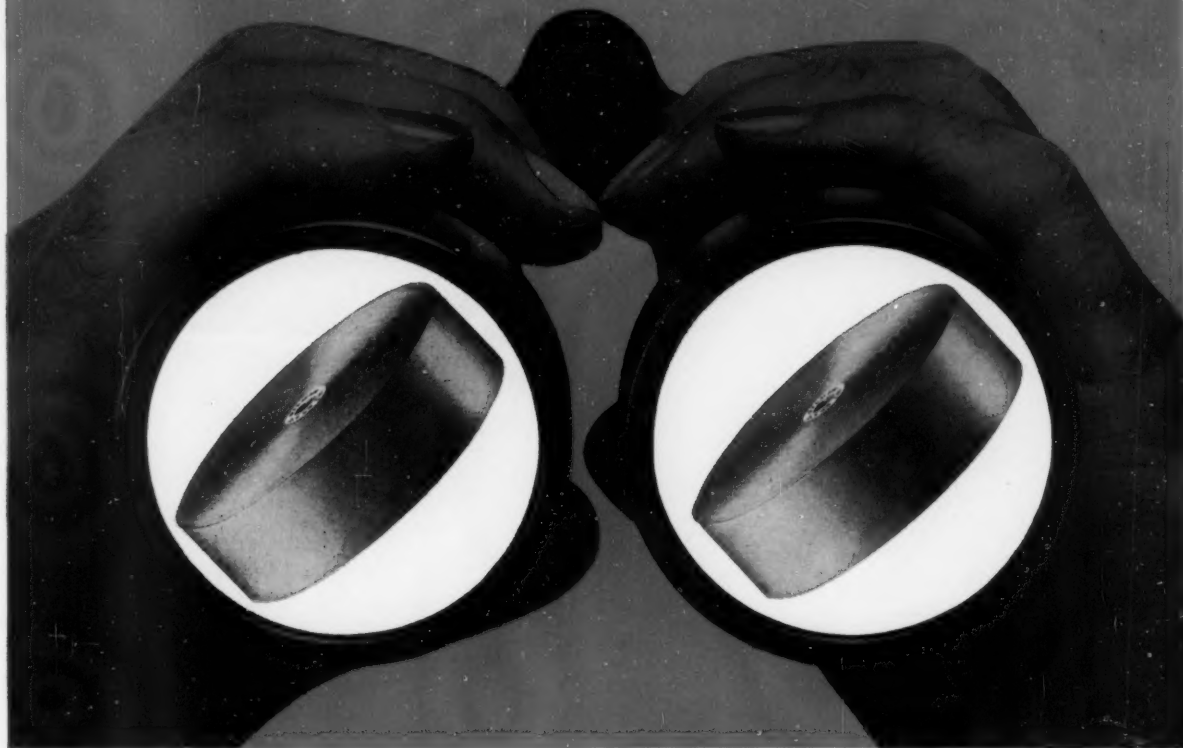
CORPORATION

FROM FOREST TO FINISHED PRODUCT

Plywood Containers • Flush Doors • Hardwood Panels



# What do you look for in gummed tape?



## look for quality...look for color variety...look for uniformity

In Gilman standard Gummed Tape at a standard price, you get quality that consistently surpasses most super-standard tapes sold at higher prices.

In Gilman Gummed Tape you get a full range of colors for your packaging, as well as a brighter shade of golden brown that sets off your printing to better advantage.

In Gilman Gummed Tape every inch is uniform—from the beginning of the roll to the core on which the name **Gilman** is proudly stamped as your guarantee of dependability.

### if you look for all these things...

then look for a Paper Merchant who can supply you with **Gilman Gummed Tape** and the assurance of full Gilman cooperation in meeting any unusual tape requirements you may have.



*The Most Quality-Conscious  
Producer in the Industry*

### GILMAN PAPER COMPANY

630 Fifth Avenue, New York 20, N. Y.  
Daily News Bldg., Chicago 6, Ill.



*(attach to your letterhead and mail)*

Please send sample roll of Gilman Gummed Tape for our inspection.

COMPANY \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_  
INDIVIDUAL \_\_\_\_\_ TITLE \_\_\_\_\_



# WHAT does this tape test prove?

- Reinforces container
- Dust-tight, moisture-resistant
- Easy to apply and open
- Protects against pilfering
- Printed tape advertises
- Economical



**M-J**  
COMET and TANGLEFOOT  
SUPERSTANDARD TAPES



## MCLAURIN-JONES SEALING TAPES

M-J Comet  
M-J Tanglefoot  
M-J Glaskraft  
M-J Solseal (Waterproof)

All available plain, colored or imprinted. Standard grade Tanglefoot and Sunrise also available.

Tear a strip of M-J Comet or Tanglefoot off a carton. You'll notice that part of the carton comes off with the tape.

What's that prove? That M-J's powerful adhesive welds so firmly, the tape becomes part of the carton itself! What's more, you need only one thickness of M-J tape to reinforce the vital spots of the carton. The tough, long-fibered Kraft gives extra protection to the corners, edges and seams.

Prove the strength of M-J Comet or Tanglefoot yourself... try a roll in your taping machine soon.

MCLAURIN-JONES COMPANY    Headquarters: Brookfield, Massachusetts.    Offices: New York    Chicago    Cincinnati    Los Angeles  
Mills: Brookfield & Ware, Mass.    Homer, La.

# MCLAURIN-JONES TAPES

SHIPPING MANAGEMENT, SEPTEMBER, 1954

# LET ABLE LABELS PROTECT YOUR SHIPMENTS

• LOW IN COST • EASY TO USE • EYE CATCHING •  
DELIVERS YOUR MESSAGE QUICKLY



723

**STREAMLINED DESIGN**  
attracts attention... delivers your message quickly. Printed bright red on white gummed paper - rolls or cut single - available in three sizes. Prices per thousand.

SIZE	2 1/2 x 3 1/2	3 1/2 x 5	4 x 6
1M	\$2.50	\$3.50	\$4.25
5M	\$1.75	\$2.50	\$3.10
10M	\$1.60	\$2.25	\$2.75

Specify style number, size, rolls or cut single when ordering.

Also available reading "GLASS" No. 726



735

Actual size 1 1/2 x 3...available in rolls or cut single, printed red on white gummed paper assortments printed at quantity prices per thousand.

5M at \$2.85 per M	50M at \$5.50 per M
10M at \$2.70 per M	100M at \$4.45 per M
25M at \$2.60 per M	250M at \$4.40 per M

Also available in the following titles:

- 735 FRAGILE-GLASS-HANDLE WITH CARE
- 737 INVOICE INSIDE
- 738 C. O. D.
- 722 DO NOT DROP
- 704 DON'T CRUSH
- 725 FRAGILE - HANDLE WITH CARE
- 739 RUSH
- 745 FRAGILE - LIQUID - THIS SIDE UP
- 728 THIS SIDE UP

731

902

729



727

730

901

## 6 DESIGNS TO COVER EVERY CAUTION PROBLEM

Printed bright red on white gummed

stock. Actual size 3 x 3.

Specify style number, size, rolls, or

cut single when ordering.

1M at \$3.50-5M at \$3.00-10M at \$2.65-25M at \$2.50

All prices per thousand



NE 10

NE 12

NE 11

## 3 UNUSUAL LABELS AVAILABLE IN 3 SIZES

Printed red on white gummed stock - Available in Rolls or Cut Single - sizes specified below.

SIZE	2 1/2 x 2 1/2	4 x 4	5 x 5
5M	\$2.50	\$3.00	\$3.75
10M	\$2.20	\$2.60	\$3.40
25M	\$2.00	\$2.40	\$3.00

All prices per thousand. Quantity price on assortment. Specify style no., size, rolls, or cut single when ordering.



Postal regulations require this series of labels. Actual size 1 1/2 x 2 1/2. Black on Red gummed - cut single only. Specify style number and quantity (assortments permitted.) Prices per thousand.

1M at \$2.25 per M-5M at \$1.65 per M-10M at \$1.35 per M

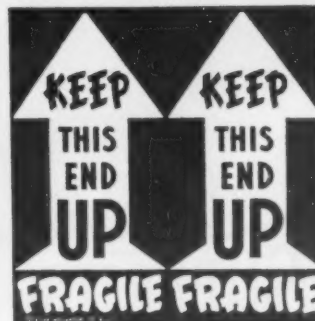
DUAL  
VIEW

visible on two  
sides - doubles  
message value.



This unusual  
method of  
labeling gives

you double protection with  
one label. Paste on the corner of your  
carton, and the message is visible on the  
two sides of the package.



DV101

Actual size 5 x 5. Also available 2 1/2 x 5  
with just 1 copy imprint. (Style DV 101 M).

Single Panel	1M - \$5.00	5M - \$3.20	10M - \$2.75
Dual View	\$7.50	\$5.50	\$4.85

All prices per thousand



## IMPORTANT NOTICE!

\*\*\* NO ALLOWANCE FOR DAMAGE OR BREAKAGE \*\*\*

These goods were packed with Great Care by experienced packers and we cannot assume responsibility for Breakage or Damage occurring in transit.

Damage or Breakage should be reported AT ONCE to the Agent of the Transportation Company and claim made to them. If shipment has been signed for, as having been received in good condition, require him to give you a "concealed damage" report stating condition of the goods when received.

It is his duty to make the inspection and you should INSIST on getting this report.

## HANDLE WITH CARE

774 Actual size 5 1/2 x 5, printed Red on White gummed. Cut single only.

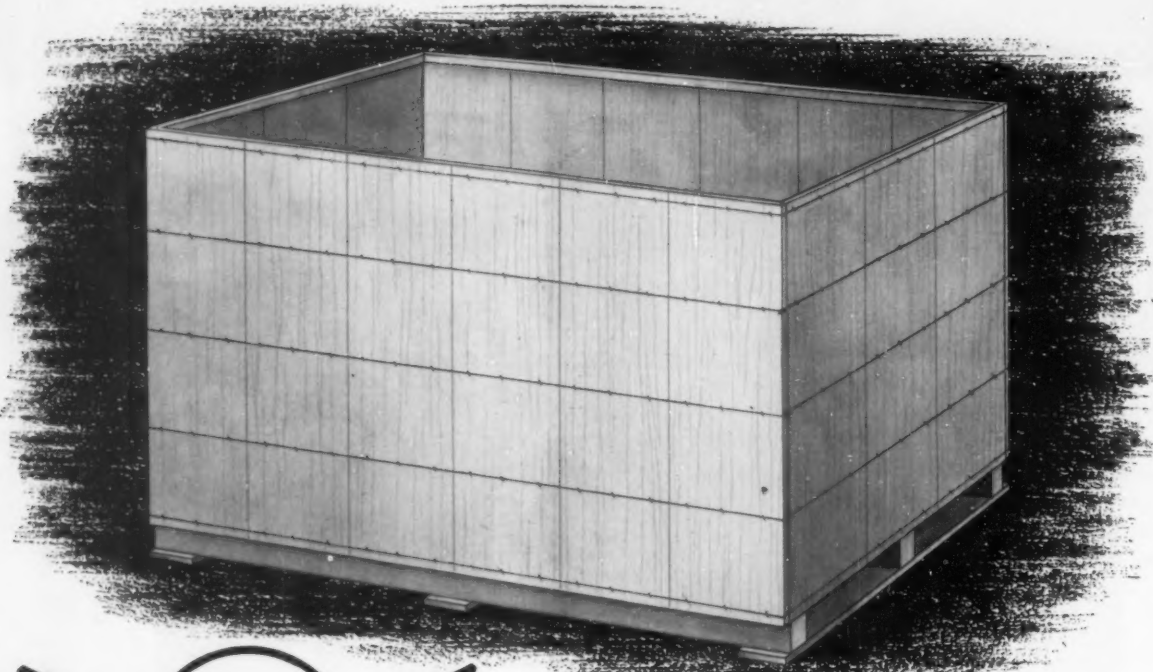
5M at \$4.25 per M	25M at \$3.50 per M
10M at \$3.85 per M	50M at \$3.25 per M

All prices per thousand

# allen holland company, inc.

385 GERARD AVENUE • NEW YORK 51, N. Y. • MOtt Haven 5-1818

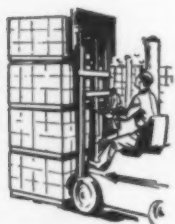
# *A Multi-Purpose Box That Answers Materials Handling Problems...*



## WIREBOUND PALLET BOX



The versatility of wirebound containers is well exemplified in the SUPERSTRONG Wirebound Pallet Box. You can use it on the production line ...for interplant transportation of parts...as a storage bin...as a shipping container which may be easily knocked down and returned for reuse.



SUPERSTRONG Wirebound Pallet Boxes are light in weight, sturdily constructed—and offer an economical answer to materials handling cost problems. They are engineer designed and built to your individual requirements.

We would appreciate an opportunity to study your problems and offer our suggestions.



**RATHBORNE, HAIR and RIDGWAY BOX CO.**  
1440 WEST 21st PLACE • CHICAGO 8, ILLINOIS

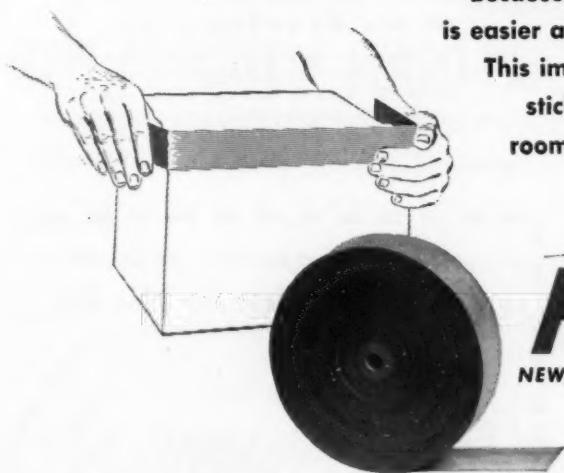


# It turns corners faster



Because it's more pliable, new formula Flash-Tite is easier and speedier to use for sealing corners.

This improved gummed tape reaches peak stickiness faster, too. Try it in your shipping room and see how it saves you time.



**SUPER STANDARD**  
**FLASH-TITE**  
NEW, IMPROVED FORMULA GUMMED TAPE

Crown Zellerbach Corporation • Gummed Tape Sales  
343 Sansome St., San Francisco 19, California



**here's the way to keep up  
on new developments**

Be sure you don't miss a single future issue of **SHIPPING MANAGEMENT**, your forum for ideas in packing, traffic, and shipping. Order subscriptions for every key person whose job relates to these important functions. The cost is low, the value high!

**SHIPPING MANAGEMENT 425 4th Ave. N.Y.**

**NOW YOU'RE TALKING! Start my subscription with the next issue:**

Name .....

Company .....

Address .....

City ..... Zone ..... State .....

# here's the bag that broke a bottleneck



A metal parts manufacturer found it was taking almost as long to package his clutch plates as to make them! Time was lost in grease-dipping every part, wrapping it and packaging in heavy wooden boxes. Result: *shipments weren't keeping up with production.*

Looking for ideas, he asked Cromwell for help. And our paper engineers had the answer in a hurry . . . a strong but lightweight *Ferro-Pak* paper bag.

*Ferro-Pak broke the bottleneck.* Now, as fast as they come off the production line, parts are bagged, sealed, slipped into lightweight containers and shipped for a fraction of former costs.

**FREE SAMPLES**—The increased efficiency and big savings that go with using *Ferro-Pak* for rustproof packaging of ferrous metal parts can be yours too. Write on your letterhead or send coupon for free samples and complete details.

*Ferro-Pak is produced in compliance with Military Packaging Specification MIL-P-3420.*

## NEW CROMWELL FERRO-PAK®

—for rustproof packaging of all ferrous metal products

**Only *Ferro-Pak* gives you these advantages:**

- inhibitor applied equally to both sides of paper . . . ideal for use in interleaving.
- compatible with oil . . . no need to wipe off lubricants before wrapping.
- low cost . . . saves dollars, not just pennies.

**PACKAGE IT IN SECONDS** . . . grease and oil coatings eliminated.

**OPEN IT AND IT'S READY** for immediate use . . . no de-greasing

**ROLLS • SHEETS • BAGS • POUCHES • SHROUDS**—all weights and sizes. Sold by leading paper houses.



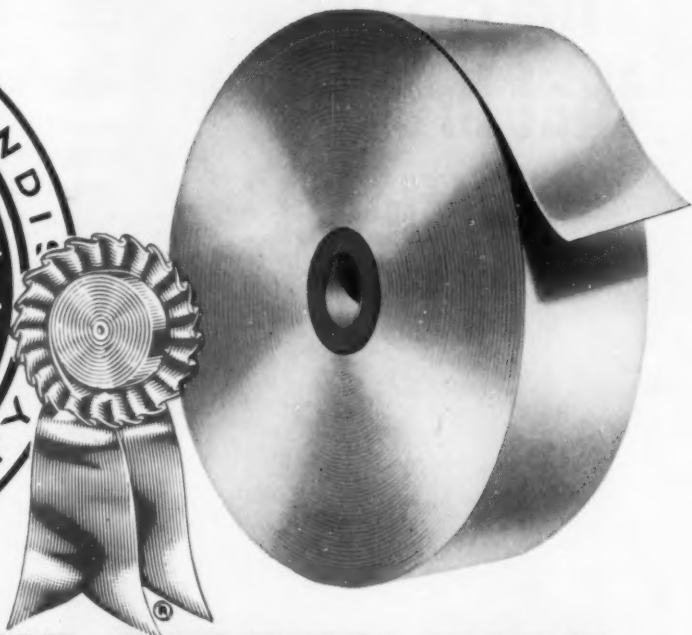
MEN — METHODS — MATERIALS

Cromwell Paper Company  
4309 South Whipple Street • Chicago 32, Illinois  
Send samples and complete information on *Ferro-Pak*.

Name \_\_\_\_\_  
Firm \_\_\_\_\_  
Title \_\_\_\_\_  
Address \_\_\_\_\_  
City & State \_\_\_\_\_



The Only Super Standard Tape  
with The U. S. Testing Co. Seal of Approval!



## HUDSON BLUE RIBBON TAPE

adds *Certified Performance* to its

Blue Ribbon's *newest* honor is U.S. Testing Company's coveted Seal of Approval—the *only* Super Standard tape to ever receive this internationally-famous award!

U.S. Testing bought all tapes on the open market, gave them exhaustive tests in their world-famous Hoboken, N. J. laboratories. Blue Ribbon was the only Super Standard tape

of all the independently-purchased tapes that was awarded the famous U. S. Testing Company Seal of Approval.

Customers have long told us how Blue Ribbon's superiority actually saves time and money! Now, compare Blue Ribbon's advantages—advantages that make it the *only* Super Standard tape to receive this honor.

**YOU SAVE TIME!** Blue Ribbon's exclusive Supple-izing® means instant full-depth moistening... instant gripping! Blue Ribbon speeds output without extra personnel.

**YOU SAVE MONEY!** Blue Ribbon seals *faster*. You use *less* tape when you use Blue Ribbon. Some firms report up to 30% savings on just the amount of tape used!

**YOU INCREASE PRODUCTION!** Blue Ribbon's fast one-sweep seal means more output per man-hour. Shipping clerks like its easy-to-use qualities and clean smell. Some firms report up to 20% increase in shipping room efficiency with Blue Ribbon.

**YOU REDUCE DAMAGE CLAIMS!** Blue Ribbon's exclusive adhesive means a more permanent seal against smoke, moisture, dust, insects and vermin. One firm reported a 90% reduction in damage claims after using Blue Ribbon for 3 months!



# MAKE THIS TEST YOURSELF!



*Blue Ribbon closes cartons as fast as your hands can move! Press tape flat with one fast sweep of the hands — your package is instantly sealed and ready for the toughest shipping conditions.*

## FOUR service-proven user advantages!\*

ANOTHER PRODUCT BY

# Hudson P.S.

Blue Ribbon Super Standard Gummed Tape is another Hudson Quality Product...a member of the renowned family of Hudson Paper Napkins, Tissues, Towels, Orange Core Gummed Tape, Kraft Wrapping Paper, Grocery and Heavy Duty Bags, Multiwall Sacks and Laminated Wrapping Papers.



Super Standard Tape • Napkins • Standard Tape • Kraft Wrapping • Grocery Bags • Multiwall Sacks

### PROVE IT YOURSELF!

Write today for free Blue Ribbon trial roll plus copy of *Pretty Penny*, the story of Blue Ribbon and the Seal of Approval.

WRITE TO  
**HUDSON PULP & PAPER CORP.**  
Dept SM-9, 477 Madison Avenue  
New York 22, N. Y.

# Don't go down with your shipping problems... Pack up with **Tekwood®**

Is trouble with your shipping containers—excess weight, breakage, puncturing, high costs—getting you down?

Cheer up! Chances are that Tekwood will solve your problems!

Tekwood is a low-priced, tough, laminated panelboard material with a hardwood core. It lends itself to fast production... can be sawn ten pieces at a time and handled readily on automatic nailing, stapling and shearing machines. It won't buckle, shatter or splinter. Takes paint and stencils readily and meets military specifications.

For protection against weather, corrosion and fungus your best bet is Protekwood®... a 1/7" thick, three-ply panel of hardwood veneer, faced on both sides with asphalt saturated paperboard. As easy to handle as Tekwood.

And don't forget Weldwood® Hardboard for pallets and Binder Boards.

## UNITED STATES PLYWOOD CORPORATION

World's Largest Plywood Organization

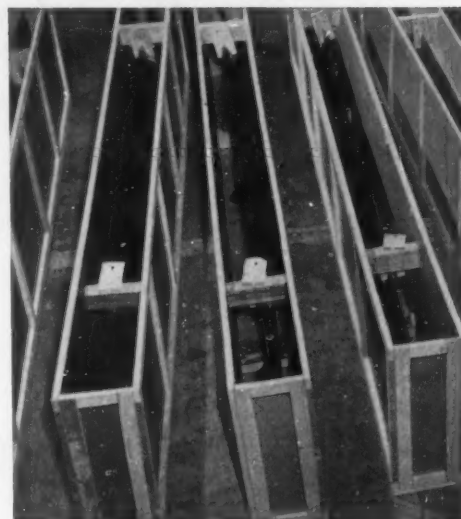
55 West 44th Street, New York 36, N. Y.

Manufacturers of Tekwood and Weldwood® Plywood

Tekwood is a patented product

U. S. Pat. No. 1997344.

Trade-mark registered



Tekwood containers like these are used by Republic Aviation Corporation for protecting and shipping aircraft parts. Investigate Tekwood today.

## THE Reference Book . . .

### BETTER SHIPPING MANUAL

1954 (15th) Edition

SUBJECTS COVERED INCLUDE THE FOLLOWING:

- Military Packing
- Shipping Department Management
- Pallets and Unit Loads
- Materials Handling
- Containers
- Sealing Methods
- Traffic Management

And other important and authoritative articles.

that answers Shipping and Packing Problems

122 file-size pages—compiled and written by men who know their jobs! The guide to equipment and supplies is of constant use.

This book selling for \$3.00 is guaranteed satisfactory, or money refunded. Fill out the coupon today!

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425 Fourth Avenue, N. Y. 16, N. Y.

Send me a copy of BETTER SHIPPING MANUAL. I enclose \$3 ☐ or bill me. ☐

Name .....

Position .....

Company .....

Address .....

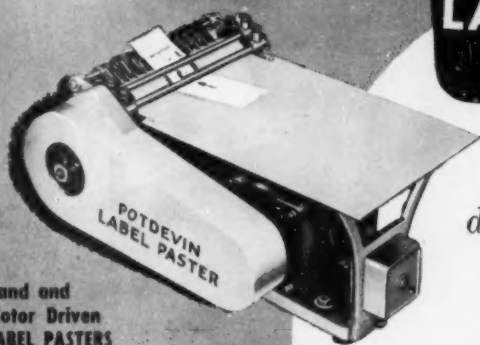
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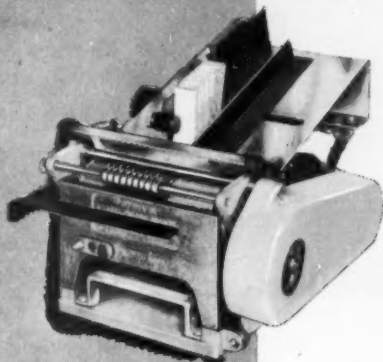
it takes a *PRO*  
TO SOLVE A SHIPPING PROBLEM!

## POTDEVIN LABELING and CARTON SEALING MACHINES

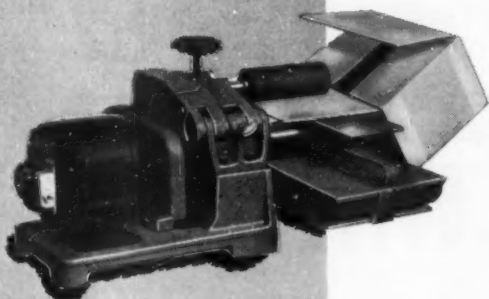
*are used in more shipping  
departments than any other make*



Hand and  
Motor Driven  
LABEL PASTERS



Semi-Automatic Feed  
LABEL PASTERS



Motor-Driven  
CARTON SEALERS

POTDEVIN machines provide a quick, economical solution to any shipping problem. More than 60 years of proven design experience has resulted in a complete line of standard and custom-built equipment to meet any labeling or carton sealing requirement.

On this page several of the many POTDEVIN standard machines are illustrated. They are available on a **FREE TRIAL**. Write for literature and details on the complete POTDEVIN line.

### Hand and Motor Driven LABEL PASTERS

Highly versatile, handles any shape label without adjustment. Dial control regulates paste flow, eliminating excess. Cuts stock loss. One machine can supply several operations. Available in 6"-8 1/2" models.

### Semi-Automatic Feed LABEL PASTERS

Quickly adjustable to all shapes of labels, from 1/2" to 7 1/2" wide. Dial regulates paste flow. Speeds production up to 50%. Suitable as auxiliary unit in mass production operation. Leaves mass production equipment undisturbed.

### Motor Driven CARTON SEALERS

Glues carton flaps securely in quick time. Uniformly glued flaps insure safely sealed cartons. No glue-ooze at the edges. Glues one or both sides of large inner flaps or the underside of the printed seal flaps. Uses any carton sealing glue.



**CUT CLEAN-UP TIME BY 50%**  
**NEW POTDEVIN RELEASE-COTE**  
prevents coating materials from adhering to the walls of pots, tanks, rollers, shafts, feed tables and other exposed surfaces.  
GENEROUS AMOUNT OF RELEASE-COTE SUPPLIED WITH ALL POTDEVIN COATING MACHINES.  
POTDEVIN RELEASE-COTE available in quart, gallon and 5 gallon containers.



**POTDEVIN MACHINE CO.**

208 North Street

Teterboro, N. J.

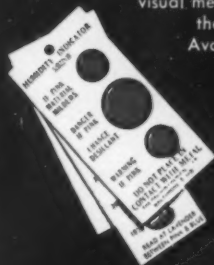
Specializing in Labeling Machines for over 60 years

# See Davison.. for Packaging Desiccants!

Davison has long been the leader in the manufacture of desiccants. Now, after years of research and development, they have produced new and improved desiccants to meet industry's requirements.

## Spot Humidity Indicator Cards

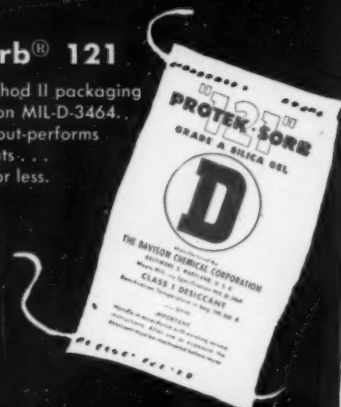
These cards consist of special adsorptive stock impregnated with indicators which change color as the relative humidity changes. They afford a rapid, inexpensive, visual means of determining the relative humidity. Available as one spot, three spot or six spot cards.



For further information see  
your Protek-Sorb Representative,  
your Davison Field  
Service Engineer or write . . .

## Protek-Sorb® 121

Desiccant for Method II packaging under Specification MIL-D-3464. Protek-Sorb 121 outperforms all other desiccants . . . gives you more for less.



## Dri-Pax®

Capsule driers that give safe . . . economical . . . moisture protection to pharmaceuticals, etc. The silica gel is so treated that, as water content increases, the color turns from deep blue, through violet, to pink. This enables you to easily judge the effectiveness of the capsule and insures maximum protection to your product.



Progress Through Chemistry



## DAVISON CHEMICAL COMPANY

Division of W. R. Grace & Co.

Baltimore 3, Maryland

PRODUCERS OF: CATALYSTS, INORGANIC ACIDS, SUPERPHOSPHATES, TRIPLE SUPERPHOSPHATE, PHOSPHATE ROCK, SILICA GELS AND SILICOFLUORIDES. SOLE PRODUCERS OF DAVCO® GRANULATED FERTILIZERS.

## PROTEK-SORB 121 REPRESENTATIVES:

**ALBUQUERQUE, NEW MEXICO**  
Denver Fire Clay Company  
Post Office Box 497  
121 North Seventh Street

**ATLANTA 3, GEORGIA**  
Cadillac Products, Inc.  
611 North Avenue, N. W.

**BALTIMORE 2, MARYLAND**  
Jerry Goldsmith & Associates  
1604 Munsey Building

**BOSTON 1, MASSACHUSETTS**  
Carter, Rice & Company Corp.  
273 Summer Street

**CHICAGO 5, ILLINOIS**  
Protective Packaging Company  
Pontiac Building  
542 South Dearborn Street

**CLEVELAND 4, OHIO**  
Overseas Packing & Processing Co.  
4800 Gladstone Avenue

**DAYTON 2, OHIO**  
R. M. Reutlinger & Associates, Inc.  
Hulman Building  
120 West 2nd Street

**DENVER 17, COLORADO**  
Denver Fire Clay Company  
Post Office Box 5510

**DETROIT 7, MICHIGAN**  
Frank Paper Products Corp.  
2941 East Warren Avenue

**FORT WORTH 6, TEXAS**  
Standard Parts & Equipment Corp.  
904 North Main Street

**HARTFORD 3, CONNECTICUT**  
Storrs & Bement Co.  
410 Asylum Street

**KANSAS CITY 6, MISSOURI**  
Allied Commodities Co.  
622 Dwight Building

**LOS ANGELES 21, CALIFORNIA**  
Braun Corporation  
2260 East Fifteenth Street

**MILWAUKEE 12, WISCONSIN**  
Smythe Company  
431 East Burleigh Street

**MINNEAPOLIS 2, MINNESOTA**  
Allied Commodities Company  
800 Andrus Building

**NEW HAVEN 11, CONNECTICUT**  
Bulkley, Dunton & Co.  
494 Congress Avenue

**NEW ORLEANS 18, LOUISIANA**  
Barada & Page, Inc.  
Maple & Leake Avenue

**NEW YORK 14, NEW YORK**  
Criterion Paper Corporation  
799 Washington Street

**PHILADELPHIA 47, PENNSYLVANIA**  
Packaging Materials Company  
15 Lombard Street

**PITTSBURGH, PENNSYLVANIA**  
The Chatfield & Woods Co. of Pa.  
So. Seventeenth & Merriam Streets

**ROCHESTER 14, NEW YORK**  
Dybert & Stone, Inc.  
56 Industrial Street

**SAN FRANCISCO 19, CALIFORNIA**  
Braun-Knecht-Heimann Co.  
1400 Sixteenth Street

**ST. LOUIS 2, MISSOURI**  
G. S. Robins & Company  
128 Chouteau Avenue

**WICHITA, KANSAS**  
Standard Parts & Equipment Corp.  
P. O. Box 2656  
Wichita University Station

### CANADIAN REPRESENTATIVE:

**TORONTO 17, ONTARIO, CANADA**  
Standard Chemical Company, Ltd.  
99 Vanderhoof Avenue, Leaside

## **shipping MANAGEMENT**

# **How To Pack For Damage Free Air Shipments**

**MOST OF THE CONTAINERS** and packing methods now in use for export shipment were designed to withstand heavy superimposed loads, exposed to all weather conditions. The containers required to give this protection are often of necessity extremely heavy. This tare weight . . . the containers and packaging materials alone . . . is not too important when materials are transported by surface means because the carrying capacity of ships and trains is usually limited by volume rather than weight. In contrast to surface carriers, the weight carrying capacity of aircraft is generally reached before the cargo compartment is filled by volume.

### **Minimum Tare Weight**

Thus, the principal concern in selecting containers for air cargo is to achieve the minimum tare weight consistent with the protection required to withstand the hazards associated with air transport. The containers and procedures described and recommended here will adequately protect most conventional materials from the hazards encountered in both domestic and export air shipment. It is emphasized, however, that the packaging and packing is no better than the handling that a shipment receives. The containers and procedures described are not designed

to withstand heavy superimposed loads, rough or careless handling, or long-time exposure to weather.

It is the packer's responsibility to study the item thoroughly in order to determine how best to give adequate protection with the least tare weight. This study must include the problems involved in handling, stowing, and tying down cargo in the aircraft. Whenever possible, the item should be packed or prepared so that no unusual tie-downs are required and so that it can be stowed in the aircraft without a waste of space.

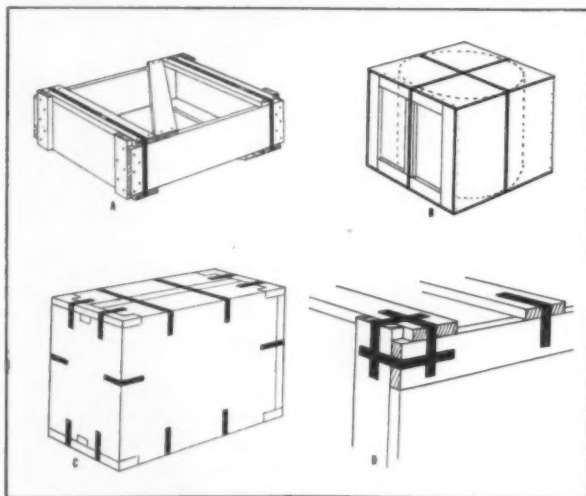
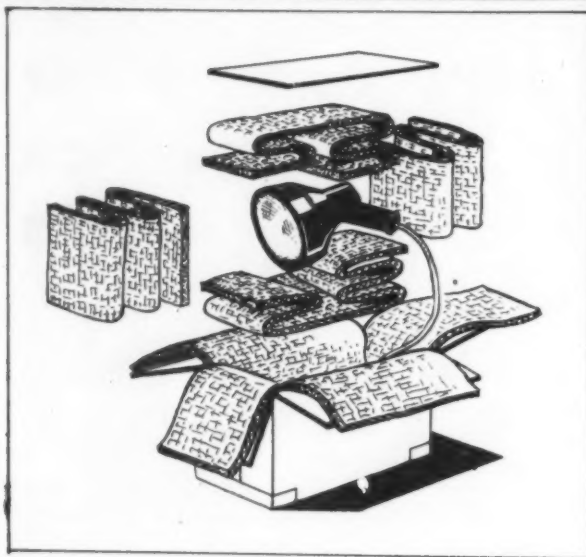
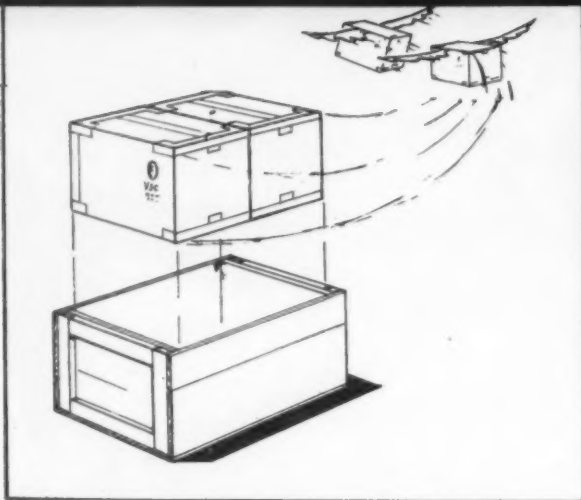
In deciding which is the proper container to use, characteristics of the article to be packed must be considered. Here, again, weight consistent with protection required will be considered the most important factor. Where the choice falls between the use of two or more different containers, each offering the same degree of protection, choose that container which will keep the tare weight to a minimum.

### **Use Own Judgement**

The item must be thoroughly studied, and the packer must use sound judgement and common sense when answering the question "Can material be shipped without exterior container?" Stowage and tie-down problems must again be considered. A small, rugged, irregularly shaped item fulfilling all requirements might waste space aboard the aircraft because its irregular shape would prohibit other items or containers from being stacked on top. Such items should be provided with lightweight frameworks in order to facili-

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The special article which this magazine will present in two parts is digested from Air Force T.O. No. 00- 5-9 entitled "Preparation of Freight For Air Shipment" and is printed with the permission of the Public Information Officer, Headquarters, Air Materiel Command, Wright-Patterson Air Force Base.



The three sketches reproduced above illustrate various aspects of air cargo packing problem solutions. The top sketch points out that if exterior packing can be avoided, do so. The center sketch shows how cushioning can be used to protect fragile items, and the lower sketch illustrates various forms of protective taping and strapping.

tate loading and stowage. In general, however, material can be shipped by air without an exterior container if it meets the following requirements:

- a) It must be of a size, shape, and weight that can be conveniently handled either manually or by mechanical means.
- b) It must be rugged and shock resistant enough to withstand hazards of transportation, handling, and tie-down equipment.
- c) It must be intended for use under general outdoor conditions or be painted or protected so that it can withstand outdoor exposure for limited periods.

Many corrosion-preventive compounds are soft and oily or greasy. Items, or parts of items, covered with compounds of this type should be wrapped with grease-proof papers.

Many items rugged enough to withstand impact and other forces may have surfaces which require protection from abrasion. This protection can usually be accomplished by simple wraps or covers or kraft paper, cellulose wadding, felt, or other cushioning materials, or by protective quilts or blankets.

Items packed in conventional trunks, lockers, or other forms of luggage or in sturdy, rigid carrying cases do not need exterior containers unless the surface of the case is subject to damage by abrasion in which instance a protective wrap or cover should be used.

Bulk materials, including liquids, powders, granular substances, or other materials normally packed in standard containers, such as multiwall or textile-laminated bags, barrels, kegs, pails, or some drums do not need the additional protection of an exterior container. Glass containers do not fall into this category.

Materials that meet the requirements of the above, but which are unusually heavy or difficult for two men to handle, should be mounted on skids, bases or cradles so that it can be handled by mechanical equipment. Again the packer must consider stacking and stowing aboard the aircraft. Some skidded items might waste space in on top of them. In most cases, large items would be so heavy that nothing would be stacked on top in any event. Smaller and lighter items should be provided with light frameworks to facilitate stacking.

In general, domestic containers designed for surface shipment by rail or other means are of adequate strength for export aid shipment. The domestic containers are usually much lighter than the conventional containers designed for export surface shipment. If little or no tare weight can be saved by substituting one of the preferred containers, the domestic container should be used.

(Note—Items packed in metal containers should not be tampered with unless a substantial savings can be realized on weight and cubage and protection remains adequate)

Interior fibreboard containers used as unit or  
(Continued on Page 47)





**Chicago, Sept. 28-30:**

## **SIPMHE Program, Floor Plan**

WITH AN ESTIMATED 8,500 plus total registration anticipated, the Ninth Annual National Industrial Packaging and Materials Handling Exposition will swing open the doors of Chicago's Coliseum for a three-day stand. Based on past experience, SIPMHE spokesmen claim that the greatest total number of registrants in the history of the Exposition will file past the exhibits of a record number of companies and attend Short Course classes.

The Short Course, co-sponsored this year by SIPMHE and the University of Illinois, will begin one day earlier than the Sept. 28 opening date of the Exposition and run for four days at the Congress Hotel (See below for full program).

The third feature of the annual triple-header, the National Packaging and Materials Handling Competition, which is run in conjunction with the Exposition, also claims a record number of entries in the seven basic classifications into which the competition has been divided. The classifications are: I. Corrugated or Solid Fiber Boxes; II. Nailed Wooden Boxes and Crates; III. Wirebound Boxes and Crates; IV. Cleated Panel Boxes; V. General; VI. Export Packages; and VII. Materials Handling. Judging of the contest

will be a three-day task, with announcement of awards to be made at the SIPMHE annual dinner, Sept. 29. Highlight of the event will be a pictorial slide presentation of winning enteries, with explanatory commentary by the different group chairmen.

The Short Course, open to anyone interested in packaging and materials handling work, is divided into three sections: Packaging Fundamentals, Materials Handling Fundamentals and Special Management. The Fundamentals courses are aimed at the person who is new to the field of packaging or materials handling, or whose responsibilities in his company may be divided between packaging or materials handling and other work. The Special Management Course is directed to the experienced packaging or materials handling person who wants to broaden his knowledge of current trends at advanced levels.

The exhibit area of the Exposition is the Main and North Halls of the Chicago Coliseum. Following are the exhibit dates and hours: Tuesday, Sept. 28, 12 Noon to 10 p.m.; Wednesday, Sept. 29, 11 a.m. to 6 p.m.; Thursday, Sept. 30, 10 a.m. to 5 p.m.

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### **SHORT COURSE PROGRAM OUTLINE**

#### **MONDAY, SEPTEMBER 27, 1954**

**8:30 A.M. to 9:30 A.M.**—Registration, Congress Hotel

**9:30 A.M. to 12 Noon**—3 Concurrent sessions.

#### **Fundamentals of Packaging Section**

Chairman: J. F. Carrigan, Spiegel, Inc., Chicago, Ill.

"Rules of the Game & History of Shipping"—

F. W. Green, Industrial Consultant, Springfield, Mass.

"Paper as a Packaging Medium"—

F. S. Leinbach, Reigel Paper Co., New York, N. Y.

"Cutting Costs in the Shipping Room"—

Elaine Pitts, Sperry & Hutchinson Co., Chicago, Ill.

#### **Fundamentals of Materials Handling Section**

Chairman: A. R. Vaughn, Kraft Foods Co., Chicago.

"Where Does the Material Handling Factor Enter Your Job?"

*(Continued on Next Page)*

# Exhibitors' Booth Locations

CHICAGO COLISEUM, CHICAGO, ILLINOIS, SEPTEMBER 28, 29, 30, 1954

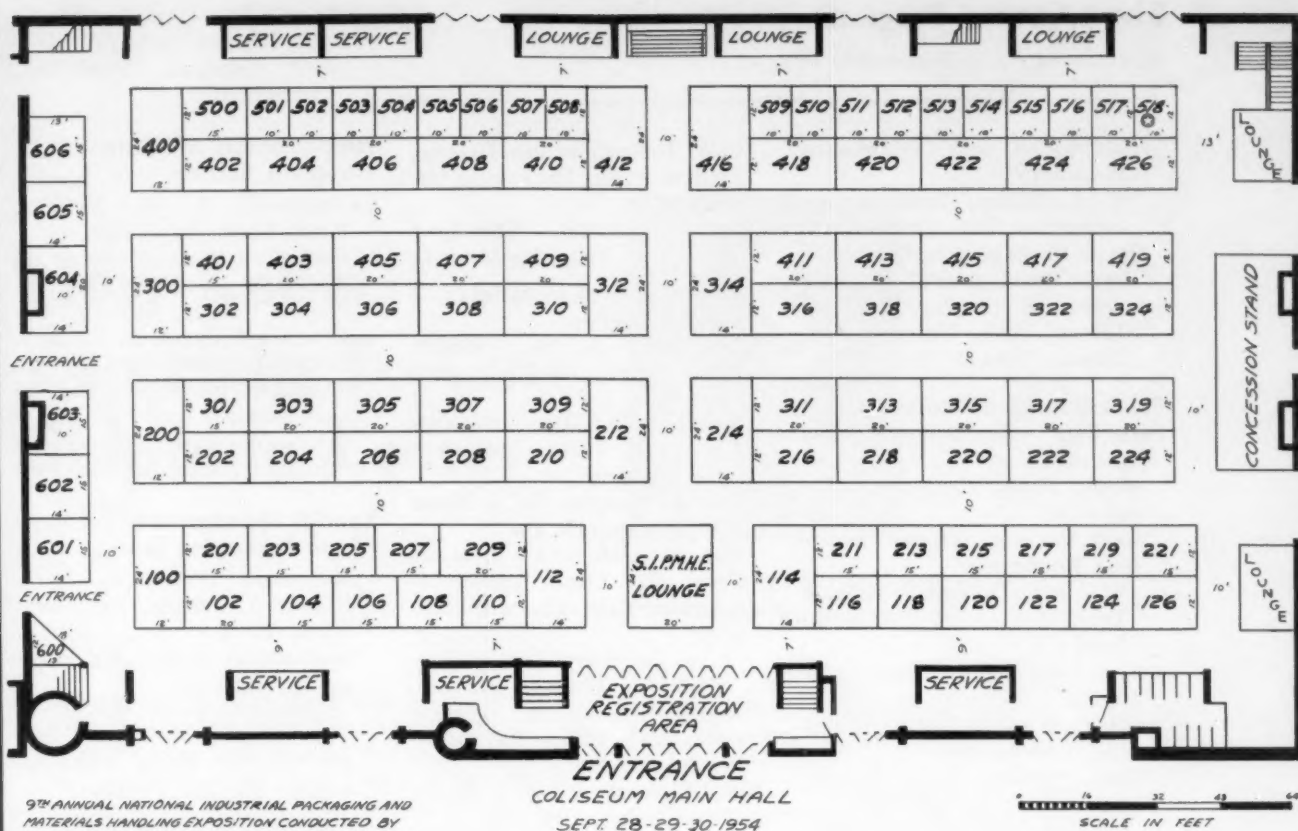
BOOTH NO.	COMPANY	BOOTH NO.	COMPANY
415 & 417	Acme Steel Company	404	Kieffer Paper Mills
319	Algene Marking Equip. Co.	304	Kimberly-Clark Corp.
126	American Box Board Co.	122	Loomis Machine Company
216	American Excelsior Corp.	324	Market Forge Company
512	American Tape Printer Co.	204	Markem Machine Company
213	Armour & Co.-Curled Hair Dept.	306	Menasha Wooden Ware Corporation
412, 410, 508	Atlas Plywood Corp.	207	Modern Materials Handling
220	Automatic Transportation Co.	116, 118	Moto-Truc Company
500	American Box Co.	313	Morgan Machine Co.
426	Better Packages	208	National Metal Edge Box Co.
301	Blocksom & Co.	206	National Wooden Box Association
515	Bolta Corp.	501	National Wooden Pallet Mfrs. Assn.
214	Big Joe Mfg. Co.	108	Nichols Paper Products Co.
217	C & D Batteries, Inc.	318	North American Equipment Corp.
511	Cargo Packers, Inc.	201	Nox-Rust Chemical Corp.
302	The Celotex Corp.	314	Packaging Industries Ltd., Inc.
219	The Cleveland Container Co.	110	Packaging Parade
112	Continental Can Co., Inc.	517	Packmasters
205	D. C. Cooper Company	202	Pack-Rite Machines
513	Craig Machine, Inc.	104	Paltier Corp.
311	The Cromwell Paper Co.	506	Paslode Company
416-418	Cyclone Fense	315	Post Machinery Co.
401	Doughboy Industries, Inc.	509	Powers Products Company
200	Thomas A. Edison, Inc.	218	Rathborne, Hair & Ridgway Box Co.
514	Elberta Crate & Box Company	22, 224	Rheem Manufacturing Company
211	Flow	413	Raymond Corp.
120	The Fox Paper Co.	300	R. T. Sheehan
309	General Box Company	518	Shipping Management, Inc. ●
308	Gould-National Batteries, Inc.	114	Signode Steel Strapping Co.
408, 410	Greenwood Packaging Supply Co.	209	Standard-Knapp
416-418	Gerrard Steel Strapping Div.	303	Union Bag & Paper Co.
507	Adolph Gottscho, Inc.	100	United Can Co.
504	Hampton Manufacturing Co.	215	United States Plywood Corp.
316	Hinde & Dauch	102	United States Rubber Co.
124	Ideal Stitcher Mfg. Co.	416, 418	United States Steel Corp.
603	Ideal Stencil Machine Co.	106	Weber Addressing Machine Co.
600	Impact-O-Graph Corporation	210	Wirebound Box Mfrs. Assn.
203	Inland Wire Products Co.	221	Wood Conversion Co.
310, 312	International Staple & Machine Co.	510	Williamson Adhesives, Inc.
212	Jiffy Manufacturing Company		

## PROGRAM (Continued)

I. L. Reis, University of Illinois, Dept. Mechanical Engineering, Urbana, Ill.  
 "Can You Afford to Buy Muscle-Power?"  
 J. G. Greene, Baker Industrial Truck Co. of Illiana, Chicago, Ill.  
 "Excessive Handling and Its Effects on Your Products' Cost."

Speaker to be announced.  
**Special Management Section**  
 Chairman: Walter Byrd, Standard Brands, Inc., New York City, N. Y.  
 "Consumer Packaging Review"  
 Details to be announced  
 1:30 P.M. to 4:00 P.M.—3 Concurrent sessions.  
**Fundamentals of Packaging Section—"Interior Packaging"**

Chairman: J. F. Carrigan, Spiegel, Inc., Chicago, Ill.  
 "Surface Protection and Elements of Preservation for Commercial and Export"  
 N. L. Ripich, American Tank and Fabricating Co., Cleveland, Ohio.  
 "Principles of Cushioning—Shock and Vibration—Flexible Interior Forms"



Colored star marks Shipping Management's booth (No. 518) where a cordial invitation is extended to all readers to visit

Joseph H. Stoneking, the magazine's Western Manager, and other staff members.

K. Q. Kellicutt, U.S.D.A., Forest Products Lab., Madison, Wis.

"Rigid Interior Forms—Partitions and Pads"

Speaker to be announced.

#### Fundamentals of Materials Handling

Chairman: A. R. Vaughn, Kraft Foods, Co., Chicago.

"Palletization and Its Economy in Handling Conventional and Odd Shapes"

Speaker to be announced.

"A Pallet to Meet Your Needs"  
H. Bernstein, Sterling Lumber and Supply Co., Chicago, Ill.

"Cheaper by the Unit—I"—  
Railroad Cars, Semi-Trailers and Trucks as Units

A. Buy, Acme Steel Co., Chicago, Ill.

"Cheaper by the Unit—II"—

Special Containers and Pallets.

Earl K. Gustin, Bendix Products Div., Bendix Aviation, South Bend, Ind.

#### Special Management Section—"Principles of Work Simplification in Packaging and Materials Handling"

Chairman: K. J. Trigger, University of Illinois, College of Engineering, Urbana, Ill.

"Philosophy of Work Simplification — Why's and Wherefores"

I. L. Reis, University of Illinois, Dept of Mechanical Engineering, Urbana, Ill.

"Mechanics of Work Simplification—In Packaging and Materials Handling"

L. C. Pigage, University of Illinois, Dept. of Mechanical Engineering, Urbana, Ill.

TUESDAY, SEPTEMBER 28, 1954

9:30 A.M. to 12 Noon—3 Concurrent sessions.

#### Fundamentals of Packaging—Interior Packaging

Chairman: F. J. Carrigan, Spiegel, Inc., Chicago, Ill.

"Folding and Set Up Boxes"

G. V. Bayly, Ohio Boxboard Company, Rittman, O.

(Continued on Next Page)

## Short Course Program

(Continued From Preceding Page)

### "Corrugated and Fibreboard Containers"

W. L. Dalton, Container Laboratories, Inc., Chicago, Ill.

### "Basic Packaging in Consumer Goods Development"

James R. Shipley, Dept of Liberal Arts, University of Illinois, Urbana, Ill.

### Fundamentals of Materials

#### Handling — Equipment Review

Chairman: A. R. Vaughn, Kraft Foods Company, Chicago, Ill.

#### "Cost Cutting Manual Handling Equipment"

W. R. Thomas, Thomas Truck & Caster Co., Keokuk, Iowa

#### "Cost Cutting Cranes and Hoists"

Q. J. Winsor, Thew Shovel Co., Lorain, Ohio

#### "Cost Cutting Fork Trucks and Related Equipment"

Speaker to be representative of Yale & Towne Manufacturing Co.

#### "Cost Cutting Conveyors"

H. Hejmanoski, Lamson Corporation, Chicago, Ill.

### Special Management Section

Chairman: N. A. Parker, University of Illinois College of Engineering, Urbana, Ill.

#### "Packaging Machinery Review"

Members of the Packaging Machinery Manufacturers Institute, New York, N. Y.

#### "The Mapi Formula For Equipment Justification and Replacement"

L. E. Doyle, University of Illinois, Dept. of Mechanical Engineering, Urbana, Ill.

1:30 P.M. to 4:00 P.M.—3 Concurrent sessions

### Fundamentals of Packaging—Exterior Containers

Chairman: J. F. Carrigan, Spiegel, Inc., Chicago, Ill.

#### "Cleated and Solid Fibre Boxes"

W. B. Keefe, Westinghouse Electric Co., Mansfield, Ohio

#### "Cost Reduction and Damage Control in the Packaging Operation"

J. W. Kraus, Thompson Products, Inc., Cleveland, O.

### Fundamentals of Materials

#### Handling Section

Chairman: A. R. Vaughn, Kraft Foods Company, Chicago, Ill.

#### "Modern Handling Methods From Old Plant Layouts—Food Industry"

S. A. Henrici, H. J. Heinz Co., Pittsburgh, Pa.

#### "Modern Handling Methods From Old Plant Layouts—Scientific Apparatus and Supplies"

L. A. Seversen, Central Scientific Co., Chicago, Ill.

#### "Modern Handling Methods From Old Plant Layouts—Electronics Industry"

A. Petersen, Zenith Radio Corporation, Chicago, Ill.

### Special Management Section

Chairman: J. L. Ware, American Excelsior Corp., Chicago, Ill.

#### "What's New—Unveiling New Packaging and Materials Handling Ideas"

A Rapid-Fire Review of Ideas — Products — Technique on Display at the Show — which must be 1. New itself — 2. Application must be new—3. It must not have been previously announced to the general trade.

## WEDNESDAY, SEPTEMBER 29, 1954

9:30 A.M. to 12 Noon—3 Concurrent sessions.

### Fundamentals of Packaging—Exterior Containers

Chairman: F. J. Carrigan, Spiegel, Inc., Chicago, Ill.

#### "Wood Containers — Nailed Wooden Boxes

#### Wirebound Boxes, Cleated Wooden Boxes"

N. L. Ripich, American Tank & Fabricating Co., Cleveland, Ohio

#### "Metal, Fibre and Glass—Cans, Drums, Carboys"

J. F. Carrigan, Siegel, Inc., Chicago, Ill.

### Fundamentals of Materials Handling Section

Chairman: A. R. Vaughn, Kraft Foods Co., Chicago

#### "Cost Conscious Planning in Materials Handling"

R. E. Farney, Cresap, McCormick & Paget, N. Y., N. Y.

#### "Materials Handling Savings Through Employee Suggestion Systems"

Don. W. Fouse, Thompson Products, Inc., Cleveland

### Special Management Section—"Food Packaging Session"

Chairman: Walter J. Byrd, Standard Brands, Inc., New York, N. Y.

#### "Methods of Evaluating Packaging Materials"

Speaker to be announced.

#### "The Value of Moisture Vapor Permeability Rates When Selecting Flexible Packages"

Speaker to be announced.

#### "Revamping Packaging Machines to Keep Up With Modern Production Requirements"

Douglas Kirk, Quaker Oats Company, Akron, O.

## THURSDAY, SEPT. 30, 1954

9:30 A.M. to 12 Noon—2 Concurrent sessions

### Fundamentals of Packaging Section

Chairman: J. F. Carrigan, Spiegel, Inc., Chicago, Ill.

#### "Putting Experience to Work"

K. R. Marvin, Packaging Service, Eastman Kodak Co., Rochester, N. Y.

#### "Challenge to the Packaging Engineer"

Earl B. Candell, General Electric Company, Lamp Div., Cleveland, Ohio

### Fundamentals of Materials Handling Section

Chairman: A. R. Vaughn,

(Continued on Page 33)



# How Labels Can Help To Cut Shipping Losses



By **STANLEY A. HOLLANDER**  
President, Allen Hollander, Inc.

**MORE THAN \$111,000,000** in claims were reported by 123 rail freight carriers in the United States, Canada and Mexico for the 1953 year. This staggering total represents a steady upward climb from the \$89,000,000 reported for 1950.

This dollar value of lost and damaged foods does not include time-loss or customer good-will loss. An American Association of Railroads freight loss and damage survey points up a steadily deteriorating situation. It lists 41 commodities affected by 16 different causes, such as loss, improper handling, inadequate refrigeration or heating, delay, fire and theft.

The AAR report recalls the survey of Freight Loss and Damage conducted by the Shipping Container Institute in 1947.

Together, the two reports show what commodities suffer the greatest losses and statistically reveal the major causes of shipping damage. In turn, this data points up the importance of preventing or reducing loss and damage and indicates measures that can be taken toward that end.

What commodities are the biggest losers

Foods head the loss parade, and grain, fresh vegetables, and food products (not frozen) in

This specially designed dual-view label is fixed so that the message, printed in easily seen and read black and yellow, is repeated on two sides of the container. Messages of warning and caution are prepared for any type of emergency.

## DON'T CRUSH DON'T CRUSH

**"Don't Overload" "Don't Overload"**

cans and packages account for 19.7% of all claims. New furniture claims account for 6% of the \$111,400,066 total.

What are the chief causes of claims?

The AAR report for 1953 shows damages account for 81.9% of all claims; losses for 14.5% and delays for 3.6%. Unlocated damage for freight in packages accounted for 40.9% of all claims. Unlocated damage for freight not in packages accounted for another 15.1%.

But the Shipping Container Institute survey showed that 41.1% of the dollar value of claims filed stem from causes for which the shipper may be said to be primarily responsible. The carrier or the boxmaker are responsible in the remaining instances.

What are the major causes of loss or damage for which the shipper is responsible? The SCI survey lists the following:

Cause of damage to packaged freight	% of dollar value of claims in the study	Cause of damage to packaged freight	% of dollar value of claims in the study
Failure to cover floor racks	11.0%	Inadequate or no doorway blocking	2.9%
Damage due to nails, strap ends, etc.	9.8%	Dirty car	2.2%
Shift in load due to loose loading	5.3%	Rough handling during loading	1.2%
Inadequate bracing	5.0%	Poor cargo arrangement	0.3%
Inadequate or no doorway weather stripping	3.2%	Overloading car	0.2%

Seven distinct types of damage to containers noted were crushing, puncturing, tearing, wet-

*(Continued on Page 38)*

## "Shipping Dept. of the Month"

### How Fisher Guards Radio Parts From Transit Loss

REALIZING THAT THE SHIPMENT of its sensitive, highly fragile product requires the utmost in packaging protection, Fisher Radio Corporation of New York went to work to find means of cutting shipping room costs without sacrificing safety—and it found them.

The company, which has long been a manufacturer of high fidelity tuners, amplifiers, control chassis, and high fidelity radio-phonographs, has a product that damages easily. Not only is breakage a major danger, the appearance of expensive cabinets and the quality of the radio parts must be protected at all times from any disfiguring mar, or defect.

It was felt that while high quality packaging materials might cost more in purchase price than lesser grades, the protection obtained from higher grade materials would, in the long run, more than make up for the initial cost.

#### Search For New Methods

Operating on that premise, the company has constantly been searching for new methods and newer and better materials to employ in their packaging and shipping departments. One major area of savings has been the development by company engineers of a standardized, die-cut fiberboard shipping container.

This development affords instant economy in



the saving of unnecessary protective materials. Less cushioning was needed as precision engineered cartons supplied maximum protection against shock and pressure. In addition, the use of the standard cartons enabled the shipping room to speed up its rate of packing.

The packing line is still another example of the application of careful study to the problem of cutting costs. Under a previous set-up, finished tuners, amplifiers and other electronic items came off the production and testing lines at one place in the factory and were transported in an unprotected state to the shipping department in another. Damage and breakage were frequent until studies revealed that if the packaging operation was placed at the end of the testing line, much of the loss due to breakage would be ended.

#### Stockpile Cartons

Under the present set-up, cartons and fillers are stockpiled at the end of the testing line; cartons are made up in slack periods and ready for each finished item. The tuners, weighing 20 lbs., and the amplifiers, weighing 40 lbs., are packed in the same manner and with the same amount of protection. At least 90% of Fisher's shipments are for the domestic market and from that percentage of the 175-250 average shipments a day, about 75% are for a destination of over 100 miles.

It was apparent to Traffic Manager Phil Gaudio that these cartons, relatively heavy for their size, would be in for some hard handling on their long journeys. Although the cartons afforded protection for the product, it was evident that a standard closure would nullify that safety margin by failing to keep the cartons as tightly sealed as would be desired.



Shipping Department Manager Phil Gaudio points out special die-cut shipping container (far left) that has provided economical, yet safe, means of packing delicate tuners and amplifiers. Middle photo shows packing table at end of assembly and testing line where cartons and fillers are stockpiled.



Gaudio points to shipping instructions that are affixed to container by part of the sealing tape. Fisher trademark is imprinted on extra quality tape which is another area in which the company has been able to afford economies without sacrificing safety. Labels are used to warn handlers of product's fragility.

Currently, after trying many other types, Fisher is using a superstandard brand of gummed tape. The cartons are sealed along the top and have mitered corners on the sides. "This gives us a strong bond that is almost perfectly dust pilfer and moisture proof," says Gaudio. He revealed that the tape was extremely strong, adhered quickly and stayed on once in place. "If we should have to remove this tape after we put it on," he said, "it tears the carton top away with it."

#### Strong Sealing Bond

The greatest advantage in using the tape has been from the economy standpoint. Avery R. Fisher, president of the corporation, has released figures showing that in addition to saving almost 20% on tape consumption alone, they were able to cut packaging time by another 20%. Estimations showed they were able to get an extra \$3.00 worth of work per man each day in the Shipping Department. In the course of a year, this one item has saved the company approximately \$2200 in labor costs.

After the cartons are sealed they are transported to the shipping section where they are marked and labeled. Again intelligent study has resulted in safe economy. Use of imprinted cartons and preprinted labels (covering a wide variety of warnings and instructions) save man-hours in hand addressing. The labels are quickly affixed and a coat of varnish is applied to protect them from weathering or tearing. Here, the gummed tape performs another vital function.

#### Imprinting Is Helpful

The tape comes from the manufacturer imprinted with Fisher's name and distinctive trademark—the symbol of a bird carrying a musical

note in its beak—offering quick and unmistakable recognition. The latter is important not only from a customer identification standpoint, but also as an aid in keeping all of Fisher's cartons together during shipment.

The final step in the shipping operation is to take the skid loads a few feet to the loading dock and waiting trucks. This end has also been under constant surveillance for possible cost cutting changes. The present method is satisfactory, but this progressive firm is never satisfied with merely "satisfactory"—they are on the search for the "best."

This one company has been able to cut its shipping costs without yielding any of its high standards of producing and marketing a quality item. It was able to do so by systematic study of its own problems and the application of its findings in the use of existing methods and materials.

### Photo of the Month

Fisher Radio Corporation is the oldest manufacturer of high fidelity tuners, amplifiers, and control chassis, as well as radio-phonographs. Their products are generally recognized as one of the finest of their type. Because of the sensitivity and delicate construction of many of their products, they have had to overcome many packaging and gummed tape sealing problems.

The type of products which they manufacture and the distances over which they are shipped, demand that the Fisher Radio Corporation exert every effort to obtain the best packaging and sealing materials for use in their operations. This has required the testing of various cartons, internal packaging structures, and many different types and brands of gummed sealing tape.

The problem of packaging their products in containers was solved through the use of engineered corrugated cut-outs to prevent shock, etc. For the sealing of their containers to effect an economical operation and at the same time to achieve the maximum in protection against dust, dirt, vermin, moisture, etc., they selected, after varied trials, Blue Ribbon super standard gummed sealing tape.

The greatest factor in the success of super standard tape at Fisher was due to the increased efficiency and tremendous savings it afforded in increased production, lower tape consumption, and reduced damage claims.



# NEW PRODUCTS IDEAS SERVICES

► FOR SEPTEMBER, 1954

## ELECTRIC TAPE DISPENSER

Fully automatic, a new electric tape machine, which is said to cut costs through savings in time and tape, and which minimizes operator fatigue, has been developed by the Ideal Stencil Machine Co. The machine, designated as model 200E Electric Clip-a-Tape, cuts tape to any length from 3 to 105 inches, moistens and delivers it, at the touch of a button. All widths



of standard or reinforced gummed tape from 1" to 4" can be used. Its simple operation makes it possible for two workers to use the machine at the same time with a minimum of effort, greatly increasing the production potential of each machine.

Special features include an exclusive tape weight swivel that eliminates jamming, a thermostatically controlled water heating unit, and self sharpening tool-steel blades. No special tools are needed for cleaning the 200E. Parts ordinarily subject to rust and corrosion are of stainless steel. Self-contained printing attachments are included to permit tape coding, dating and firm name advertising.

The simple, rugged construction of the machine, which is 12" high, 12" wide and 20" long, enabled it to perform trouble free through exhaustive "on-the-job" tests.

For prices & literature, check #63 on your free HELP-O-GRAM card, page 42.

## FOAM CUSHIONING

Soon to be made commercially available is a new polyster foam cushioning called Permafoam. Hudson Foam Latex Co., the manufacturer,

claims the polyster to be superior to foam rubber in many respects.

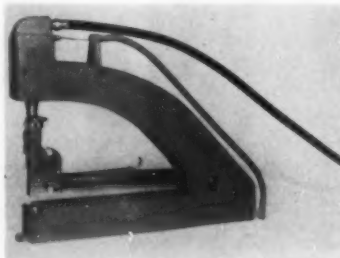
Their tests, they say, bear out these conclusions in the following manners: the polyster is flame retardant with a melting point of close to 500 degrees Fahrenheit; its weight is half that of foam rubber; it has five times the tensile strength of foam rubber.

Other differences pointed up in the tests included: Approximately  $\frac{1}{2}$  the thickness normally required of foam rubber is needed when the polyster foam is in use to provide the same amount of shock absorption; it is unaffected by oils and greases, gases, cleaning fluids, sunlight, uric acid, perspiration, salt water, laquer and most solvents; it will not oxidize, rot or decompose; it can be sewn or tacked.

For prices & literature check #43 on your free HELP-O-GRAM card, page 42.

## AIR DRIVEN BENCH STAPLER

Model KAD, a new air-driven, foot-operated bench stapler, has been announced by Bostitch. Weighing only 15 pounds, this stapler can be moved easily from one job to another and



the entire unit can be set up and ready to operate in a matter of minutes.

The new model can be used to

Literature and prices can be obtained by checking the appropriate number in the space provided on the free "HELP-O-GRAM" reply card opposite page 42.

advantage in sealing shipping envelopes and small bags and many other stapling jobs, including light assembly work. Foot operation leaves both hands free to handle the work, increasing handling speed and reducing operator fatigue.

A wide variety of heads and staple sizes can be used on the KAD. Heads can be changed to suit the requirements of a particular job.

For high production jobs, two or more of these machines can be set up to operate as a single unit, their small overall width allowing a minimum center-to-center spacing of two inches.

For prices & literature, check #59 on your free HELP-O-GRAM card, page 42.

## CANE FIBER BOARD

Detailing case history use of their packaging method, Celotex Corp. has released a new, illustrated booklet about industrial cane fiber board. The board is used as a dunnage material to brace and block shipments and cushion in-transit and handling shocks.

The eight page booklet shows five case histories pictorially and shows how the material has been successfully used in the shipment of automotive parts, plastic canopies, aircraft engines and other diversified products.

Packing methods are explained, time of packing and weights involved are given in the interesting studies. Composition of the product is detailed.

To obtain copy of booklet, check #61 on your free HELP-O-GRAM card, page 42.

## SHIPPING SYSTEMS INFO KIT

The Weber Label and Marking Systems has just compiled a new complete shipping systems information kit. This kit has been prepared to give the user all the important information he needs to solve marking or labeling problems in his business.

It contains separate folders devoted to the following new important developments in the shipping field:

(Continued on Page 36)





Photographs left top and bottom show scenes in forwarder's clearing house. Top shows trucks unloading outbound freight for transfer to waiting freight cars. Bottom shows mechanized handling of inbound and outbound traffic inside forwarder's terminal.

## Forwarders Offer Economy, Speed



By T. R. HUDD

President, National Carloading Corporation

A GOOD WAY TO THINK of freight transportation is that it is a kind of "put and take" process affecting virtually every key person in a plant. Without its "put" action, few companies could produce; without its "take" action, less could survive.

Its importance to efficient plant operation extends into practically every operating department of any company.

Let's look at it this way. Virtually every plant needs raw materials, supplies, and equipment for the production process. The purchasing agent thus becomes involved in the process of shipping as it concerns the receiving platform. On the other hand, if the plant's products are not received by the company's customers in good order and on time, the sales manager becomes embroiled.

Thus the traffic manager, the shipping room manager, and others concerned directly with the flow into the plant and out of it are at the nub of the company's production line. Their work,

their judgment, their choice of carriers is vital to the success of the company.

The freight forwarder can be an important assistant in this matter, providing shipping performance as an aid to company efficiency.

Let's take a brief look at a typical nation-wide freight forwarder. Stations manned by experienced freight personnel are maintained at all key centers, for both inbound and outbound traffic.

### Door-to-Door For LTL

Central pick-up and delivery arrangements provide a door-to-door operation on less-than-carload traffic—for incoming supplies and equipment as well as the outgoing products. It is a two-way operation at both ends of the shipping line. At the origin station, trucks pick up the shipments, deliver them at the platform for loading into freight cars. At destination, the same process takes place in reverse, with shipments

(Continued on Page 44)

D. R. Dominie's

## LISTEN, MR. T. M.

IN OUR COLUMN a few months ago, we mentioned some of the initial problems connected with nation-wide distribution. At that time we mentioned that we would bring up some of the problems occurred, and the lessons which we have learned, in setting up a temporary warehousing and distribution point in a distant city. Our particular distribution point was in the Chicago area and, as stated in the previous column, arrangements were made on a practically eight hour notice.

★ ★ ★

The general plan was to ship bulk material from our home office in Massachusetts to the Chicago warehouse and have the material distributed from that point. The purpose of having it distributed from the Chicago warehouse was to insure delivery of material to all dealers in an area closer to Chicago than from the home office. In this particular instance, time was extremely important because all dealers were supposed to receive their material practically on the same day, regardless of location, so that the nation-wide promotion and advertising would coincide with their opening dates.

In conjunction with this, we sent some of our own men from the traffic department to the warehouse to make these shipments as the orders were received.

Now that the entire program is over, we would like to comment about observations which we made.

★ ★ ★

First, it is our opinion that any shipper attempting to make deliveries, as we have described above, from a warehouse should first seriously consider the possibility of using air freight and making all shipments from the home office. Cost wise it would in all probability be much cheaper when the cost of sending employees to a distant city, the transportation cost of the material to the warehouse and the cost of warehouse facilities are taken into consideration. Cases where the dealer is to pay transportation charges, we feel that it would probably be most economical to ship from the home office via air freight and charge

the dealer normal transportation. The difference, absorbed by the shipper, would in all probability not be as great as the total warehousing charges as listed above. This would mean that *one*, shipments would arrive just as soon, if not sooner; *two*, that the cost would not be as great; and, *three*, the traffic department could maintain its own count for personnel at its home office and could in all probability accomplish more in the way of shipping with the adequate facilities provided.

Our second observation was that a shipper should not, under any circumstances, tender shipments to Railway Express on so-called "blanket" receipts. A blanket receipt is when Railway Express Agency picks up a multitude of shipments and issues a receipt for only the number of pieces taken. Railway then takes the material to their terminal and writes it up on individual receipts, returning the receipt to the shipper the following day. In our case, we found that Railway Express made errors, both in regard to the number of pieces which they counted, as well as the destinations and addresses on the individual receipts. Actually our men had to work a full crew through one Sunday to straighten out a few errors made the previous day by tendering the shipment in this manner. Although it might take more time, it would be advisable to ask Railways to send write-up men into the warehouse so that a shipper would have the receipt as the material leaves the door for each individual shipment. We cannot overemphasize this point because of our experience in this operation as well as experience in the past. To be sure, Railway Express means well when they offer this service, but it is uneconomical when even one error occurs.

★ ★ ★

As mentioned before, if the operation is carried out in the warehouse, shipments from the home office, if they are urgently needed and the supply is short, should be made by more than one carrier. We found that shipments which went out first did not in all cases arrive first and that service by some carriers was better than others. In cases of a breakdown, we were always short of a supply.

If personnel from the home office are going to

(Continued on Page 40)

# NEWS — PROMOTIONS

of companies and associations

## NAME C. E. RAPP PRESIDENT OF IDEAL STENCIL MACHINE

The Ideal Stencil Machine Company of Belleville, Ill. has announced the appointment of Clarence E. Rapp as President. Born on a farm not



C. E. RAPP

far from the Ideal plant, Rapp has participated in almost every phase of his company's operations during his more than thirty years with Ideal. A Vice President since 1948, he was placed in charge of purchasing and accounting in 1939, made office manager in 1943, a director in 1946, treasurer and General Manager in 1947.

## BETTER PACKAGES NAMES GROUP TO EXHIBIT PRODUCTS AT SHOW

Mr. A. D. Smith will head the Better Packages' group exhibiting the company's newest sealing tape machines at booth # 426 at the Industrial Packaging Exposition, Sept. 28-30 in Chicago.

Mr. Smith, manager of the Chicago Office, will be assisted by the following Regional Distributors: George Lebherz, Indianapolis; Luke Laughner, Cleveland; Jim Valestin, St. Louis; "Bob" Drysdale, Minneapolis; Howell Putnam, Detroit; George Meyer, Cincinnati; and Erv Artz, Milwaukee.

The Better Packages' exhibit will feature their new electronic control Tape-O-Matic No. 2 dispenser with five different magnetic key tape length Selectors. In addition to the electric models demonstrated, new and improved lever feed automatics for both regular and reinforced gummed tapes, as well as pressure sensitive tapes will also be shown.

## REXFORD SALES MANAGER ANNOUNCES RETIREMENT

Jack W. Sterling, Secretary, Director and Sales Manager of Rexford Paper Company, Milwaukee, Wisconsin, is resigning October 22nd to make his home in Fort Lauderdale, Florida, where he has recently purchased a new house.

Mr. Sterling has had many years of experience in the paper trade. He started about 1909 and held various positions with the Ideal Coated Paper Company (now McLaurin Jones Company). After serving as a First Lieutenant in World War I, he returned to Chicago to run the McLaurin Jones new mill. When the mill was sold in 1922, he decided to remain in Chicago and became associated with Chicago Gum Tape and La Salle Paper Company.

He joined the Rexford Paper Company in 1934 and has been with the company ever since.

## EXECUTIVE OFFICES RELOCATED BY AIR EXPRESS INTERNATIONAL

Air Express International Corp. has moved its executive offices from 44 Whitehall Street to 90 Broad St. in New York City, according to Mr. Charles L. Gallo, AEI's President.

"The rapid and increasing expansion of Air Express International within the past year is responsible for this move," stated Mr. Gallo. "We've simply outgrown our space."

The expanded new AEI offices at 90 Broad Street will give AEI a total of more than 12,000 square feet in the New York area for its administrative and servicing operations. The operations at Idlewild and Newark, as well as the Receiving Terminal at South Ferry, Slip # 5, in Manhattan remain unchanged.

## J. F. FERGUSON, 54, GENERAL BOX SALES MANAGER

James F. Ferguson, Vice President and Sales Manager of General Box Company, Des Plaines, Illinois, passed away on August 12th. Mr. Ferguson, 54 years old, died suddenly after a heart attack.

He was widely known in the packaging and materials handling field and was active in the affairs of the

Wirebound Box Manufacturers Association. Mr. Ferguson is survived by his wife and three daughters.

## U. S. PLYWOOD ACQUIRES CANADIAN DISTRIBUTING FIRM

S. W. Antoville, president, announced recently that United States Plywood Corporation has acquired Canadian Plywoods Limited, largest independent wholesale plywood distributor in Canada.

Canadian Plywoods Limited has a plywood warehouse distributing unit in Montreal which, together with a U. S. Plywood subsidiary's unit at Toronto, will now be operated as Weldwood Plywood Limited, a wholly-owned subsidiary of United States Plywood Corporation.

Acquisition of Canadian Plywood Limited is described as the first step in a planned expansion program by the American company to develop a chain of plywood warehouses in Canada. It now operates five plants in Canada.

## NEW TRANSPORT EQUIPMENT SHOWED TO FEDERAL OFFICIALS

Latest developments in motor transport design and equipment were featured recently at a special demonstration held by Riss & Company, Inc., of Kansas City, Missouri. The demonstration, held at the Shoreham Hotel



C. L. Schneider, vice-president of Fruehauf, (left); Robert B. Riss, president of Riss & Co. (in cab); and A. A. Schantz, general sales manager of General Motors Truck and Coach Division check some of the latest equipment.

in Washington, D. C., afforded government and military officials interested in transportation the chance to

(Continued on Page 45)



In labeling or shipping department:

# YOU CAN BREAK THESE COSTLY CHAINS FOR JUST \$17.50

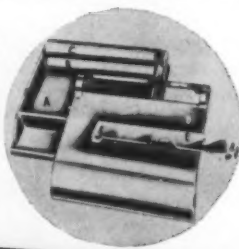


Stop laboring under old-fashioned costly methods of attaching labels! Switch to the modern Glue-Fast Method. In the Glue-Fast Model BX LABEL GLUER\* you'll find the answer to many of your labeling problems—from cost to production—as have thousands of large and small users all over the world. USE UNGUMMED LABELS...PROPERLY APPLIED TO STAY PUT WITH LESS GLUE. DO IT FASTER WITH LESS FUSS AND BOTHER...BEFORE, DURING, AFTER THE DAY'S WORK! NEW GF LIQUID GLUE STAYS FOR DAYS WITHOUT CRYSTALLIZING!

\*Illustrated: 6" size, die-cast, chromium plated, \$17.50 (slightly higher West of the Rockies). 9" and 12" sizes, cast bronze, highly polished, proportionately low priced.

## FREE TRIAL OFFER!

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Manufacturers of  
GLUE-FAST label gluers  
and special purpose liquid glues

We attach company letterhead. Please send Model BX Label Gluer on 10-day trial with supply of GLUE-FAST LIQUID GLUE . . . for affixing our labels (samples attached) to:

\_\_\_\_\_kraft, cartons, cardboard, glass, wood, metal, gloss surfaces, etc.

SM-9

## Package Designed For Live Tissue Aids In Fight Against Polio

A new kind of package that prevents spoilage of living tissue-culture cells and other temperature-sensitive materials during shipment has been developed by the Research Division of New York University's College of Engineering, Dr. Harold K. Work, director of the Division, announced recently.

The National Foundation for Infantile Paralysis, which made the grant for the NYU development, will use the new package in its nationwide



—Photo & Data Courtesy NYU

Cutaway view of container shows thermal insulation which prevents spoilage. Cans on top of tissue-culture tubes contain temperature range controlling salt compound.

evaluation study of the effectiveness of the Salk vaccine for poliomyelitis.

Key feature in the thermally insulated package, said Dr. Work, is a can filled with a chemical salt solution that gives off or takes on heat, as needed, to keep the temperature inside the package from becoming too high or low.

Tissue cultures—living cells growing in test tubes—are used by medical laboratories throughout the United States for research in and diagnosis of poliomyelitis and for testing of antibodies against the disease.

### Foundation Had Problem

The National Foundation posed to NYU researchers the problem of developing a container that would preserve the tissue cultures at temperatures no lower than 37 degrees Fahrenheit and no higher than 100 degrees for at least 72 hours.

A standard strain of cancer cells used in testing for polio virus is maintained at Tuskegee Institute, Alabama, and shipped by air to other laboratories across the country. Preliminary tests of the new package indicate that it will meet requirements for safe arrival of the living cells, the Foundation said.

Dr. Maria Telkes, NYU research associate, developed the shipping container with Myman Stein-

(Continued on Page 34)



## Packing A Punch

(Continued from Page 5)

the mailbox. The same procedure applies to the information and aids offered on the "FOR BETTER SHIPPING" Page. After mailing the card all you have to do is sit back and wait until you receive the requested material—a matter of a few days.

If the returns to date are any indication, HELP-O-GRAM is going to be the most popular department in SM.

Thumbing through last month's edition of another magazine, we noticed a letter applauding the magazine for an editorial it had published. The letter writer claimed that traffic clubs are organized primarily for social and prestige purposes, and that other organizations handle policy and professional and educational aspects of traffic much more effectively.

He adds that he is not criticizing the fraternal atmosphere as such, but he thinks that it has no place in traffic management and that traffic clubs shouldn't try to be something they cannot be. Fun is fun and business is business, says the writer, and the two mix as well as oil and water.

One can close his eyes and remember back to the time (not so long ago) when expressions of horror greeted the suggestion that education need not necessarily be dry, dull and pedantic. Some people thought teaching could be fun and went out to prove it.

Reports of traffic club meetings throughout the country, that faithfully stream into this office from our club correspondents indicate a state of affairs, quite different from this viewpoint of useless club activities. To us it seems that a pretty effective exchange of ideas is the usual result of an evening's meeting—social or otherwise.

Can it be that it is poor business to enjoy yourself at a meeting? We don't believe it—what do you think?

## Short Course Program

(Continued from Page 24)

Kraft Foods Co., Chicago

"Case History of a Recent Major Material Handling Saving in the Foundry Industry"

"Case History of a Recent Major Material Handling Saving in the Plumbing and Heating Supply Industry"

C. R. Gustafson, American Radiator and Standard Sanitary Corp., Louisville, Ky.

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**Pack Anything with**



**SUPERIOR CUSHIONING**

**\* PADS & BLANKETS**

**and save money, too!**

PROTEX pads and blankets give you the maximum interior cushioning protection obtainable and fit virtually any product or assortment you can name! The cost is substantially lower than most other forms of interior cushioning and take only a fraction of the time to pack. Avail yourself of this important money-saving clean method of packing. The protection your products get is superb...resists all forms of shock and protects the finish of the product as well. Ease of packing, availability of ample supplies of packing material on hours notice are important too...you don't have to order far in advance of production or store supplies all out of proportion to their rate of consumption.

**Consult us—** Present your packing problems to us for complete package engineering design and service by experts. We will show you how to improve package performance and save money too!

**WRITE, WIRE, OR PHONE US**

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**NATIONWIDE SALES & DISTRIBUTION**

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Exposure to weather won't wash the marks away when they're made with these gritless, *waterproof*, permanent crayons.



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Tin, China, etc.—  
STAONAL No. 1 C T

For marking  
Leather, Fabrics,  
miscellaneous uses—  
STAONAL No. 5

For marking Wet  
or Dry Lumber—  
STAONAL No. 29

For marking  
Glass, Cellophane,  
etc.—STAONAL No. 4

For marking Paper, Card-  
board, etc.—STAONAL No. 2

SEND FOR FREE illustrated marking  
crayon price book sheet to Dept.

### BINNEY & SMITH INC.

380 Madison Ave., New York 17, N. Y.

## Package Fights Polio

(Continued from Page 32)

veloped the shipping container with Hyman Steinberg, research assistant, and others. Dr. Telkes, a physical chemist and an authority on solar energy solar energy in the design of the new package.

The package's outer layer is a common corrugated cardboard box. Next to it is a four-inch layer of Fiberglas insulation, and next to that an inner cardboard box. The salt solution containers are placed beside the shipped material, within the inner box.

### Temperature Range Varies

The salt compound, through the principle of the heat of fusion, protects against heat and cold in a temperature range that can be adjusted by varying the compounds. Thus in summer, solid salts in the container steadily absorb heat while their melting point is reached, whereupon they maintain this temperature. A salt is therefore compounded with a melting point below the temperature at which the material under shipment would spoil.

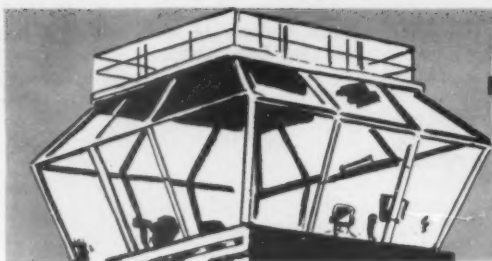
For cold weather, the salt container is packaged in the molten state. Cold causes the salt to crystallize, and the process of crystallization gives off heat that protects the material.

Dr. Work said that the container also can be used for the shipment of food, pharmaceuticals, and other materials affected by temperature extremes.

## Film On Protective Coating Shown At Phila. Chapter

Feature of the evening at a recent meeting of the Philadelphia SIPMHE Chapter was a film presented by M. Weidman, Jr. of R. M. Hollingshead Corp., riation. The film presented "Project-Stripcoat" initiated by U. S. Army Air Force. This is an experiment concerning preservation of air-craft for long-term storage utilizing cocoon (vinyl plastic). The method is designed to protect aircraft in storage for a minimum of five years. The actual preservation work as shown in the film was done at San Bernardino Air Force Base.

Following are the results of elections of officers for the coming season: President—W. W. DeWitt, Rohm & Haas Co.; Executive Vice-Pres.—Phillip Gelber, Naval Air Experimental Station; Vice-President — R. F. Tettermer, H. G. Hanline Co.; Vice President—Charles H. Black, National Metal Edge Box Co.; Secretary—J. Carl Fleck, Packaging Service Corp.; Treasurer—Arthur O. Manger, Rathborne, Hair & Ridgway Box Co.



## TRAFFIC TOWER

Gateway Transportation Company of LaCrosse, Wisconsin, announces the appointment of **Judson J. Willhite** as a Detroit Sales Manager.

Completion of courses at leading universities in office management, business administration and traffic



**J. J. WILLHITE**

management well qualifies Mr. Willhite for his new connection in the transportation field.

Prior to Mr. Willhite's affiliation with Gateway he was associated for nine years with the New York Central Railroad in Detroit, where he started as messenger boy and advanced to reconsigning agent, perishable agent and general solicitation work in the freight traffic department. He left the railroad to join Hudson Motor Car Company (now American Motors Corporation) with whom he was connected for 11½ years and responsible for all phases of traffic and office management, both freight and passenger, automotive and defense, export and domestic.

**Charles H. Vayo**, general traffic manager of the Eastman Kodak Company and a nationally known expert on traffic problems, retired July 1 after more than 40 years of service with the company, it was announced recently.

Under the management of Vayo, who is also chairman of the board of directors of the American Society of Traffic and Transportation, a Kodak traffic department was organized 20 years ago. It has been responsible for the movement of Kodak materials and finished products throughout the far-flung Kodak plants, subsidiaries and affiliated companies in this country and abroad.

After his retirement from Kodak,

Vayo will become a member of the board of directors of the Interstate Motor Freight System. His duties will include part-time survey work for this organization.

**Missouri**—**Art Ward**, Kansas City, Mo., has joined the sales staff of the Kansas City terminal of Bruce Motor Freight, Inc., Des Moines, Iowa.

Ward has been in sales work in Kansas City for the Chief Freight Lines and Healer Cartage Co., since 1949. Prior to that and since his discharge from coast guard service in 1945, he was traffic manager for Industrial Products Manufacturing Co., North Kansas City.

He is a director of the Kansas City Transportation Club, and is editor of that club's publication. He is also a member of the Kansas City Traffic Club.

**New York**—**Thatcher Glass Manufacturing Company, Inc.**, Elmira, N. Y., has announced the appointment of **Walter F. McCreight** as General Traffic Manager. Mr. McCreight will suc-



**W. F. McCREIGHT**

ceed **Charles Latshaw** who recently resigned.

Mr. McCreight, formerly assistant General Traffic Manager, has been with Thatcher Glass for the past eight years. He has represented the company on the Dairy Industries Suppliers Association traffic committee since 1950. Prior to his joining Thatcher's traffic department, Mr. McCreight was with the Lackawanna Railroad.

**Peter H. Theopheles** has been appointed assistant General Traffic Man-

ager to succeed Mr. McCreight. Prior to his new appointment, Mr. Theopheles was supervisor of Motor Transportation.

**John D'Amico** has been appointed Traffic Manager of The Gibson-Homans Co., Cleveland, Ohio, manufacturer of roof coatings, calkings and allied protective products.

Mr. D'Amico has been with the firm



**JOHN D'AMICO**

for seven years as assistant to Edward B. Faist, long-time Traffic Manager of The Gibson-Homans Co., and now Plant Manager at the company's new factory in Matawan, N. J.

**Pennsylvania**—At a dinner-meeting held at Walmo Inn, New Castle, Pa., recently certificates in proficiency in Traffic Management and installation of new officers topped the agenda of the Lawrence County Traffic Club.

Certificates were awarded to: William F. Emery, John C. Mallinak, Carl E. Sager, Philip F. DeCarbo, Robert Brown, Henry Mastren, Gene McEwen, Durward A. Newhand, John P. Corio, and John Roth.

The group is the first class to be graduated from the New Castle Business College in the Traffic Management course which was sponsored by the Lawrence County Traffic Club. Taught during the two-year course are fundamentals of inter- and intra-state Traffic laws, basic economics, and marketing, freight regulations, and shipment by truck and rail.

Mr. Fred Ball, immediate past president, Crawford Lyons, president New Castle Business College, and David Provance, course instructor made several brief statements to the graduates.

Following the dinner, and the awarding of certificates the following officers were installed for the coming year: President, John P. Corio, of





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Johnson Bronze Co., R. A. Loudon, vice-president from Keystone-Lawrence Transfer; Lloyd E. Keely, treasurer, Valley Freight Lines; Oliver C. Kerr, recording secretary, Mathews Conveyor Co., Ellwood City; Fred DeCarbo, membership secretary, Norwalk Truck Lines; Arthur J. Howell, custodian-historian, Railway Express, Ellwood City; and board of directors, William Ungar, Universal Rundle; Gerald Mook, Mathews Conveyor and Fred Ball, Erie Railroad.

## NEW PRODUCTS IDEAS SERVICES

(Continued from Page 28)

1. How to use stencils to prepare shipments . . . showing you how you can save time and eliminate errors in the preparation of stencils for marking shipments; 2. How to use the stencils direct to container marking system to print facsimile labels and address addresses right on cartons; 3. How to print labels and fill in addresses or other valuable information in one fast operation. Plus complete information of numerous variations with the above basic systems.

This kit also contains sample stencils and other important information to help you select the best system available to solve your particular marking or labeling problems.

To obtain information kit, check #62 on your free HELP-O-GRAM card, page 42.

### ELECTRIC STRAPPING REEL

Featuring electric operation, a new strapping reel manufactured by A. J. Gerrard & Co. is designed to save time and work in dispensing and cutting heavy duty steel strapping.

Made to efficiently handle any size strapping from 3/4-in. x .035-in. to 2-in. x .050-in., the Model 430 Bulk-binder Electric Strapping Reel is useful for packing and shipping operations where strapping is cut to length. It is built to stand up under heavy

usage, and can be moved about on an ordinary hand truck.

One man can control the entire un-



reeling and cutting operation without waste motion. The reel operates on 110-volt AC current. Other special electric requirements can be made to order.

For information about this product, check #66 on your HELP-O-GRAM page 42.

### STEEL PALLET FRAME

Warehouse pallet loads can be stacked to the ceiling without crushing packages on lower pallets, and loads on lower pallets may be removed without disturbing heavy items stored above, by using steel pallet



frames manufactured by The Frick-Gallagher Mfg. Co. The frames are set on standard 48" wood storage pallets to permit easy stacking by fork-lift trucks and easy servicing of loads stacked near the bottom.

Each loaded pallet rests on the



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**REDCORE  
GUMMED TAPE  
DOES IT BETTER**



steel frame below, putting no crushing weight on loads underneath. The new structure permits loading of pallets with irregular-shaped packages or miscellaneous items forming normally unstable contours.

Dimensions of frame: 48" square, 41½" high. Load clearance between pallet and frame, 36". Each frame will support up to 7000 pounds stacked above it, claims the manufacturer.

For prices & literature, check #60 on your free HELP-O-GRAM card, page 42.

#### STENCIL BLOCKOUT FLUID

Reynolds Ink, Incorporated, the originators of Stencil Ink packaged in spray cans, have just announced a new product — Reynolds Stencil-Kover. This tan colored material, which is also marketed up in a spray can, is used to cover marking errors on new containers or as a means of



reusing old containers. It may be used on all types of containers: crates, boxes, cartons, drums, etc.

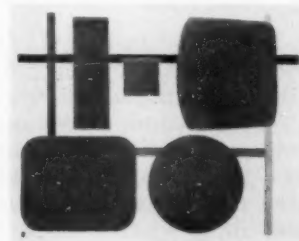
The fluid eliminates the throwing away of used or mismarked cartons and bases. No longer is it necessary to cover marks with tape, to block out with crayons or paint, or to scrape off marks from wooden boxes, claim the manufacturers.

Rapid drying of the material permits new stenciling or marking within ninety seconds. The 12 oz. spray can is always ready for use. No can lids to open, no stirring, and no brushes to clean. Loss through waste, drying out, or evaporation has been eliminated, it is claimed.

For prices & literature, check #64 on your free HELP-O-GRAM card, page 42.

#### DIE-CUT RUBBERIZED CUSHIONING

Rubberized cushioning material of exceptional resilience, toughness and



durability, is now available in die-cut shapes of several thicknesses and densities, claims the Allied Products

## PENNIES INVESTED SAVED THOUSANDS FOR THOUSANDS WITH "THE TAPE PRINTER"

American Cyanamid, U. S. Rubber, General Motors, International Silver and thousands of other companies now save money and are making shipping and warehousing more efficient with the Tape Printer. We'll gladly give you more details.

QUICKLY  
EASILY  
CLEANLY  
ACCURATELY



There is a Tape Printer to fit any 3" standard automatic machine... with models available for quick change of copy for coding, identifying, dating, etc.

**ORDER NOW**  
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**WRITE FOR LITERATURE**

Complete  
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Quick  
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Division of the Columbian Rope Company. The new material, a latex-impregnated curled coir product, called Co-Ro-TEX, is odorless, dust- and lint-free.

Latex impregnated in the coir fibres completely eliminates friction noise as the fibres rub against each other. The product can be used wherever curled hair, foam rubber, rubberized glass or rubberized tampico fibre may be used. In addition to five standard die-cut shapes, Columbian will make new dies to manufacturer's specifications.

Besides standard and special forms, the product is delivered in 25-yard rolls up to 72 inches wide and in flat

sheets. It is available in three densities (soft, medium and firm), in thicknesses ranging from one-half to four inches.

For prices & literature, check #65 on your free HELP-O-GRAM card, page 42.

#### COMPLETE SIPMHE PROGRAM THIS ISSUE

See Pages 21-24 for story, complete Short Course program listing, floor plan, exhibitors and their booth numbers. For complete convention coverage, read SHIPPING MANAGEMENT.

**DON'T HIDE  
YOUR PRIDE!**

**DRESS UP YOUR PACKAGES  
FOR COLORFUL EYE  
AND SALES APPEAL**

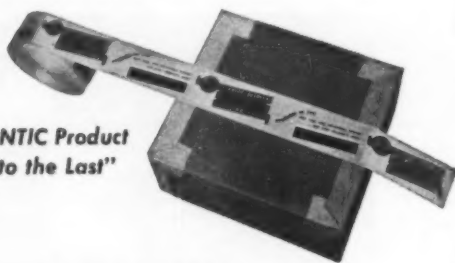
...with



# 4 Color Printed Kraft Gummed Sealing Tape

## 4 Points to remember about On-To-Sta 4 Color Sealing Tape

- ★ Every carton and package leaving your plant carries your 4-colorful advertising message everywhere.
- ★ Your packages are padlocked with your company's name—they're pilferage proof. Dust and dampness are locked out.
- ★ On-to-Sta tape is of uniform top quality. It seals securely and remains perfectly flat.
- ★ Our creative art staff will skillfully prepare art work for 4-color tape to fit your particular needs.



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"Sticks to the Last"

Ask your local jobber about  
ATLANTIC'S 4 Color Tape,  
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## Quebec Premier To Address PAC Regional Conference

The Hon. Maurice Duplessis, Premier of Quebec, has accepted an invitation to be the luncheon speaker at the 7th Quebec Regional Conference of the Packaging Association of Canada, to be held in Montreal on Monday, Oct. 18. The Conference, which marks the first appearance in Montreal of the Eastern Division of the Technical Institute of the Packaging Association, will start at 9 A.M. and will be held in the Champlain Room of the Sheraton-Mount Royal Hotel.

### Three Phase Conference

The Conference will have three phases and will be devoted to discussing the various aspects of the packaging industry—which is now a \$750,000,000 business in Canada.

During the morning the Du Pont Company of Canada Ltd. will present a film, "The Story of Cellophane." L. S. Vaines of the Canadian Pacific Railway will discuss "Packaging and Loading Requirement for Rail Transportation." Mr. Vaines is system supervisor of loss and damage prevention.

Mr. Duplessis' speech at noon is expected to keynote the rapid expansion of the Province of Quebec.

The afternoon phase of the Conference will consist of five concurrent problem clinics under the chairmanship of J. H. Murphy of E. S. & A. Robinson (Canada) Ltd. The clinics are divided as follows: Glass Closures, W. J. Davidson, Dominion Glass Co.; Rigid and semi-rigid plastics, John Glen, plastics division, Canadian Industries (1945) Ltd.; Flexible containers, Marc Pelletier, Bradshaw's Ltd.; Shipping containers, William Saddler, Shipping Containers Ltd.

## Labels Cut Loss

(Continued from Page 25)

ting, scuffing, exposure of contents, and straining.

How can the shipper help prevent or reduce these mounting and staggering claims?

### Damage Claims High

Since the greatest portion of claims are due to damage and since packaged goods account for far more of these claims than any other single category and for 40.9% of all claims, the shipper can help avoid and reduce claims by using more effective caution labels. The responsibility is not the shippers' alone. The carrier should exercise greater care in handling the goods and the packer should use the best available container for each shipment.

But, the primary responsibility belongs to the

shipper since the packaged goods are in his care.

To help shippers, labels such as these are geared to the chief preventable causes of loss and damage as reported in the AAR and SCI reports, as follows:

Damage Cause	Label Copy	
Uncovered floor racks	"Soft Container —Avoid Floor Racks"	"Do Not Scrape"
Exposed nails, strap ends	"Keep Away from Nails, Strap Ends"	"Do Not Puncture"
Loose loading	"Load Snugly"	
Improper bracing	"Brace Securely"	"Brace Partial Carloads"
Inadequate weather stripping on car doorways	"Do Not Wet"	
	"Keep Away from Car Doors"	
Improper Car Door Blocking	"Do Not Scuff, tear, or scrape"	"Keep Away From Car Doors"
Dirty Car	"Do Not Soil"	"Keep Away From Oil and Grease"
Overloading	"Don't Crush"	
	"Don't Overload"	

The use of labels of sufficient size with relation to the container as to attract attention and be readable is quite advisable. Dual view labels are preferred in most cases so that if one surface of the container is covered the label will show on another surface. Dual view labels are applied at edges and place a message on both surfaces.

Other labels which help to minimize damage claims are: Fragile; Important Notice; No Allowance for Breakage; Keep This End Up; Don't Drop; Handle With Care; Glass; Liquid in Glass; Don't Crush; Keep Dry; Inflammable; Keep From Freezing; Keep Away From Heat; Open This End. Although these labels help secure better handling and reduce claims in many instances, where goods are exposed to the major causes of damage claims listed in the AAR and SCI reports, use of the new style labels described above is recommended.

In an effort to increase the effectiveness of labels it has been found that new and striking colors, tied in with more pertinent and more specific caution messages, should go a long way in bringing about better handling and reducing loss and damage claims.

### Inner Design Protects Fragile Testing Machine

Daily shipment of delicate industrial and medical measuring devices might pose a tough problem in package engineering. But Sanborn Co., Cambridge, Mass., manufacturer of the valuable precision instruments, has solved it with the use of corrugated boxes.

Such a box is the one designed to package Sanborn's Viso Cardiette, a \$785.00 heart-testing in-



Save money, time, and labor

through air shipment via

## Air Express International

You save up to 30% alone on export packaging when you pack for air movement — in addition to savings on insurance, warehousing, and similar items that loom large in ocean movement costs. Speed in transit and smooth ride by air preclude laborious and expensive pack on most items. Also, packaging for air with lightweight materials results in lower weight of your shipment all the way. In fact, in some countries duties are assessed by gross weight of entire shipment.

There's still another big plus factor — AEI rates are as much as 50% lower than airline, even though your shipment moves on the same scheduled direct air carriers you would select yourself. The secret lies in our large volume as the world's #1 airfreight forwarder and expeditor, enabling us to pass along savings to the shipper.

Add up all these factors, and you will find that in many instances *shipping by air is actually less expensive than by ocean!*

**FREE!** Write for comparison charts showing how much you can save via Air Express International.



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## Neon Sign Shipments—Only ONE of 1001 Uses of HANSEN ONE HAND TACKERS

**SECURING NEON SIGNS** in shipping containers—tacking leather hinged supports to absorb shock in transit—is but one of scores of uses for Hansen one-hand Tackers. Lining shipping cases with felt is another. Tagging, labeling, fastening bags of casters, etc. are other uses.

**FASTER! BETTER! AT LESS COST!**

Hansen is noted for rapid gripping action, quality tacking and fastening, and take-up jaw for low maintenance. Portable... self-contained... easy to operate... balanced design... removable Take-up Jaw... are Hansen features that cut costs.

**36 DIFFERENT MODELS  
80 STAPLE SIZES**

Hansen makes Tackers for driving single-leg tacks, narrow or wide staples, chisel-points or tackpoints, up to 1/2" length. Submit your problem.



**A.L. HANSEN MFG. CO.**

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## A NEW WAY TO SEAL YOUR CARTONS as easily as dialing a telephone!

**SAVES UP TO 25% on gummed tape sealing costs—STOPS WASTE!**

Telephone-type dial control ends the re-a-c-h-and-pull of tape dispensing; ends holding and rubbing for a seal. Sharply drops labor and tape cost-per-package. The results are hard to believe unless you see an actual demonstration. Put the Dial-Taper on trial in your own plant without charge. Then decide. Write today for Form DT-5 or a free demonstration.

**MARSH STENCIL MACHINE CO.**  
75 Marsh Bldg., Belleville, Ill.

**MARSH Electric Dial-Taper**

DT-12

strument. Outside, the box has the appearance of any ordinary die-cut, regular slotted box. But inside, carefully-engineered reinforcement and packing pieces thoroughly protect the costly product from damage in transit whether it's shipped to Sanborn branch plants or users via rail, truck or air.

Along with this important protective feature, Sanborn's packaging meets two other requirements: (1) It presents a neat and dignified appearance in keeping with the value and quality of the product. The Sanborn identification and brief handling instructions are printed in red on the



Ordinary, die-cut box on outside, special container has carefully engineered reinforcement to protect highly fragile heart-testing instrument.

box exterior. (2) Simple design permits easy repacking for return shipment to the plant's service department. Ease of box assembly and packing has reduced packing time by approximately two-thirds since the company switched from wooden boxes to corrugated shippers.

## Listen, Mr. T. M.

(Continued from Page 30)

be operating and supervising in the operations in the warehouse it should be sent to the city at least a week in advance. Many, many problems which interfered with the actual shipping operation could have been taken care of prior to its start. For example, our men found that the warehouse which we had chosen for shipments was not equipped with shipping benches, gummed tape dispensers and other necessary equipment. In order to obtain shipping benches, our men called a local caterer and had him send up four of his banquet tables. A few chairs were obtained from the same caterer.

The second source of trouble was a method of getting the mail or parcel post from the warehouse to a local post office. Fortunately, our men had foresight enough to make a contact when they arrived at the city with a large shipper in



that area. He stamped and transported our mail to the Post Office for us. This, although it may seem very trivial, would be quite a problem. It is also advisable to have the men there earlier so that they may check the stock as it is sent to the warehouse, note any discrepancies, and avoid shortages in material when it comes time to ship. Another good point is to have the home office representatives contact various local carriers to find out which would be more serviceable and the extent of limits which they service.

#### High Telephone Bill

In our operation we found that telephone conversations between the home office and the warehouse amounted to quite a substantial sum. Instead of telephoning in the daily shipments, or wiring in the shipments made in quantities of material and so forth, a code should be established beforehand between the personnel in the warehouse and the home office to simplify and cut down the length of telegrams. For example, instead of sending a wire stating: "shipped 400 item 'X,' balance on hand 200; shipped 300 item 'Y,' balance on hand 100; shipped 500 item 'Z,' balance on hand 50," it could have been established beforehand that the first figure would be the quantity shipped on commodity "X" and the second figure the balance on hand of commodity "X" and so forth. In this way the telegram received in the above example would consist of merely 6 figures which could easily be interpreted by the home office.

Another mistake we made was in arranging for hotel space at a point in opposite end of the city from the warehouse. Travel time to and from the warehouse was too lengthy and too expensive at the end of the program.

#### Use Initiative

Above all and most important, impress upon those employees working in the warehouse and under the direction of home office, to break away from established procedures if they feel that it is necessary.

As in everything, it is very easy to establish systems and procedures beforehand and have them look good on paper. However, when it comes to the actual operation it is too often a horse of a different color and could definitely jeopardize the entire operation. Personnel who are to handle this operation should be thoroughly briefed and of course should have considerable experience before being sent out. If they do find that the prescribed procedure will form a bottleneck and impede the operation, they should immediately contact the home office with a suggestion to eliminate the situation. In no event should they continue to attempt to follow the other, and in so doing bog down the program.

## Self-sealing protection for metal parts

### GREEN CORE® Barrier Raps

For domestic shipment and storage, or shipment overseas, you can't provide better protection for metal parts than waterproof, greaseproof Green Core Barrier Raps. These wax coated, self-sealing barrier materials are acid free, non-corrosive, and so pliable they easily mold to the shape of any part.

For items that must be packaged to meet government specifications, Green Core Cloth Rap meets all requirements of JAN-B-121, and Amendments I and II.

Kraft-backed Green Core Rap meets JAN-B-121, but not Amendments I and II. It's a lower cost, greaseproof, waterproof barrier, that many companies use to protect parts for shipment or storage.

Write for samples and test data.

## Cost-cutting reinforcement

### TAPE-STRAP® Gummed filament tape

#### Users report savings up to 50%

Super-strong Tape-Strap cuts packaging costs, provides better protection for products that range from nuts and bolts, to mattresses and furniture.

Tape-Strap is economical. Only short strips are needed for reinforcement of most containers. You don't need costly application equipment, or a special moistening agent.

Tape-Strap is safe. There are no sharp cutting edges to injure personnel. Since Tape-Strap is applied without pressure, it can't crush the container or injure merchandise.

#### FREE SAMPLE ROLL

See how you may be able to cut packaging costs with super-strong Tape-Strap. Write for free sample roll and complete information.

#### LEADERS IN THEIR LINE

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**SPECIALIZED SEALER** for your own individual taping problems. Adjustable moistening control is just one of many extra-fine features. **TECHNICAL BULLETINS FREE**, answering any question, by checking 2.

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**ECONOMY SIZED SEALER** possesses quality features of heavy duty machines at about 1/2 the cost. Receive **FREE DETAILS** about this extraordinary machine, just check 4.

**PARCEL POST SCALE** that will help increase your shipping room efficiency features press-down indicator showing correct postage on illuminated dial. **FREE TRIAL PERIOD**, check 5.

**PUSH BUTTON CONTROL** of your shipping problems is made possible by this service company. Over 150 stations, servicing 30,000 communities, are waiting to help you. Check 6 for **FREE INFORMATION**.

**SAFER SHIPPING** containers can be yours if this manufacturer can fit his product to your use. **FREE TEST** with no obligation on your part, check 7.

**QUALITY GUMMED TAPE** that offers color variety and uniformity is what you look for in a tape. Test this high standard tape that sells at standard tape prices, check 8 for **FREE SAMPLE ROLL**.

**EYE-CATCHING LABELS** that ably protect your shipments are low cost, easy to use and deliver your message quickly. See valuable dual-view label for yourself **FREE**, just check 9.

**POWERFUL ADHESIVE** makes this superstandard gummed sealing tape part of the car-

ton. One thickness reinforces the vital spots of the carton. Test a **FREE ROLL** in your own machines by checking 10.

**MULTI-PURPOSE CONTAINER** answers materials handling problems on production line . . . interplant parts transportation . . . as storage bin . . . as knockdown, reusable shipping container. **DETAILS FREE**, check 11.

**PLIABLE GUMMED TAPE** turns edges faster, reaches peak stickiness faster, too. Save packaging time and trouble by testing this new, improved formula. **FREE TRIAL**, check 12.

**RUSTPROOF PACKAGING** of all ferrous metal products is possible with this strong, but lightweight paper bag. Get full story and **FREE SAMPLES**, check 13.

**LABEL PASTERS**, hand or motor driven, will solve shipping problems in a professional manner. Sixty years of design experience are at your disposal. Full line of pasters and sealers available on **FREE TRIAL**, check 14.

**PACKAGING DESICCANTS** that afford full protection for Method II packaging and others. Years of research and development have brought forth new, improved protection. **FREE INFORMATION**, check 15.

**SHIPPING CONTAINER PROBLEMS** overcome by using this low-priced, tough, laminated panelboard material. Fast production, easy handling, and it won't buckle, splinter or shatter. Get the **FACTS FREE** by checking 16.

**EFFICIENT GLUING** methods will end your problems of attaching labels. Ungummed labels applied to stay, faster and with less fuss and bother. New liquid glue refuses to crystallize. **FREE TRIAL**, check 17.

**CUSHIONING PROTECTION** at its maximum with these pads and blankets. Lower costs than other interior cushioning and only a fraction of the time to pack. **FREE INFO** on improving packaging performance by checking 18.

**PERMANENT MARKING** is made possible with these gritless, waterproof crayons that resist exposure to any kind of weather. For **FREE ILLUSTRATED** marking crayon book, simply check 19.

**ELECTRIC TAPE DISPENSER** gives you faster, better packaging at the touch of a button. Length control easily reset, many other valuable features. You can have a **FREE DEMONSTRATION** by checking 20.

**WATER RESISTANT PROTECTION** with this gummed tape made to meet government specifications and to offer all around protection against moisture for wrapping, covering. For **FREE INFORMATION**, check 21.

**CUT CARTON COST** by covering old shipping marks. This amazing product dries quickly to the carton color. You can stencil, tape or mark right over it. **FREE DATA** by checking 22.

**CARTON STITCHER** gives you speedy, strong bottom closing. Save space and have a uniform job performed with this economical helper that will quickly pay for itself. Check 23 for **FREE BROCHURE**.

**GIVE THE AIR** to your packing problems. Save up to 30% on export packaging and save on air shipment rates by utilizing the specialists in air forwarding and expediting. **FREE COMPARISON CHARTS**, just check 24.

**ONE-HAND TACKING** is faster and cheaper. This product has rapid gripping action and take-up jaw for low maintenance. 36 different models and 80 staple sizes for any use. Check 25 for **FREE BOOKLET**.

**STOP GUMMED TAPE WASTE** with new, easy-as-telephone-dialing control on improved dispenser. End task of "reach and pull" and see how labor and tape cost per package drops. **FREE DEMONSTRATION**, check 26.

**BARRIER PROTECTION** for domestic and overseas shipment and storage of metal parts is made easy with this waterproof, greaseproof

material. Wax coated and self-sealing, this product is acid-free and non-corrosive. SAMPLES FREE, check 27.

**AUTOMATIC NAILING MACHINES** tag, label and line wooden boxes, cases, crates and box cars. Models and prices to fit your needs. FREE CATALOG, check 28.

**ROUTING INFORMATION** at your fingertips in one guide. Simple to use and accurate. End tedious task of searching through many different references. 14 DAY TRIAL FREE, just check 29.

**DIRECT PRINTING** of shipping instructions on containers, boxes, packages ends confusion, eliminates duplication of work. Use like a rubber stamp. FREE SAMPLE STENCIL, check 30.

**COSTLY SCRATCHES** can be avoided with this flexible, but tough, interior cushioning. Single sheet protects against shock and vibration. Check 31 for FREE BOOKLET.

**EYE-APPEAL GUMMED TAPE** means sales appeal and it can be yours by using four-color printed kraft. Firm's art staff will prepare art work for your own needs. INFO FREE, just check 32.

**SAVE BY SHREDDING** newspapers, magazines, old files into first class packing material with this speedy machine. For info on low cost and FREE TRIAL, check 33.

**DIP TANKS** to meet every packaging need are offered by this specialist in wax and plastic dipping, metal cleaning and rust proofing. FREE DETAILS, check 34.

**FLEXIBLE CORRUGATED** gives you increased all-around protection and added resistance to shock. Find out about time-saving and economy by checking 35 and getting FREE INFO.

**CONTAINER CONSTRUCTION** shows you how this type compares to your present box and what advantages you may derive from switching. Check 36 and receive FREE BOOK outlining 24 case studies.

**CODE AND PRINT** your gummed tape quickly, easily, cleanly with this accurate printer. Will fit any 3" standard automatic machine. Prints up to 12" of copy using quick changeable type. FREE LITERATURE available, check 37.

**GUMMED TAPE** . . . Everything you'll ever want to know about the types, sizes, uses and virtues of gummed tape. FREE FOLDERS, BOOKLETS AND SAMPLES, check 38.

**SHIPPING & TRAFFIC HEADACHES ANSWERED** . . . the new 1954 Better Shipping Manual contains information and data on hundreds of subjects. Articles on military packaging, containers, sealing, etc. are up-to-the minute. FREE DETAILS by simply checking 39.

MEN — METHODS — MATERIALS



**Push Button Taping**  
**THE IDEAL 200E**  
*Electric CLIP-A-TAPE*

**20% to 45% SAVINGS**

**Faster, better packaging**  
**. . . at the touch of a button**

#### COMPARE THESE IDEAL FEATURES

- ✓ "Red Cap Speed Buttons" for "Hi-Speed" set length production . . . easily reset by operator
- ✓ Perfect moistening
- ✓ Any tape length, accurate within 1/4 inch
- ✓ Variable temperature, thermostatically controlled
- ✓ Shear type knife cuts all tapes
- ✓ Easily used by two operators at the same time
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## Economy, Speed

(Continued from Page 29)

being unloaded from cars onto trucks across the platform, and delivered to the consignees.

The forwarder is a kind of "wholesaler" of freight transportation. His rates, which he publishes in the same way as the direct carrier, are quite favorable, so that the shipper in most instances pays less than he would normally pay.

Also . . . since freight transportation is the sole job of the forwarder, all his operations are geared to be of specific service to the shipper.

### Emergency Situation

For instance, take the case of the purchasing agent who orders in coming supplies or equipment. Suppose it is suddenly decided that these purchases or a part of them are required even more urgently at branch plants, in other parts of the country. If the shipments had been routed via various sectional carriers, it would be a complicated matter to trace their whereabouts and then have them reconsigned or diverted.

By dealing with one transportation company able to pick up and deliver virtually everywhere, the company simply makes one call and the forwarder's detailed tracing apparatus goes to work. The shipments can be shunted off any new desired destination since the forwarder has complete central control of all shipments regardless of which route each is traveling.

Another common situation—this time at the other end of the production line—is the shipment of the company's products to the customers. In most instances the distribution process is a scattering operation, much like buckshot. Shipments must go on a continuous basis to all parts of this country—and in many instances, overseas as well. If the traffic manager were to use one carrier for this shipment, another for the next, a combination of carriers for the third one, and so forth, his own operation would become so complex and carrier responsibility would become so decentralized, that each shipment would involve a separate and duplicating series of operations. To each carrier involved, the small shipment under its responsibility often becomes a penalty and subject to delay if such is considered necessary.

### Unify Shipping

By shipping via forwarder, however, the company can give all its long-distance shipments to this one transportation service, which performs the distribution to the various destina-

(Continued on Page 46)



## NEWS— PROMOTIONS

of companies and associations

(Continued from Page 31)

see and test the industry's most advanced units at first hand.

Cooperating in the demonstration were the General Motors Truck and Coach Division of Pontiac, Michigan, the Fruehauf Company of Detroit, and the Budd Company of Philadelphia.

Two units of the new \$14,000,000 Riss fleet were displayed. One unit was a tractor with a "van" trailer, the other one was a tractor with a refrigerated, or "reefer" unit.

The tractors are of the cab-over-engine type, designed for two-man driver teams and are powered by 200 horsepower, 6-cylinder Diesel engines. They are of the latest design and incorporate the findings of a Harvard University study of driver fatigue and safety. Also incorporated in the new tractor units are a number of new safety devices insuring better protection for drivers and consequently for other cars on the 36,000 miles of highways served by the Riss Company.

### REORGANIZED FREIGHT HAULERS ELECT DROHAN PRESIDENT

Announcement has been made of the election of William Drohan to the

post of president of the reorganized Keeshin Freight System, a highway freight-hauling firm operating 16,000



**WILLIAM DROHAN**

miles of routes from Des Moines, Iowa, to the Atlantic Seaboard.

Mr. Drohan, a veteran highway transport executive, has for the last eight and a half years served as operating trustee for the Keeshin System. Prior to that he was Executive Vice President and General Manager of the Interstate Motor Freight System. The main offices of the reorganized company are located in Chicago.


### GAIR COMPLETES EXTENSION OF SUBSIDIARY BOARD MILL

George E. Dyke, President of Robert Gair Company, Inc., New York, announces the completion of a

two-year \$5,000,000 extension program at the kraft container board mill of its subsidiary, Southern Paperboard Corporation, Port Wentworth, Ga.

Mr. Dyke said, "Recently great strides have been made in the technology of the production of kraft board resulting in important improvements in quality and uniformity, in better utilization of pulp wood, and in higher production rates. The mill of our subsidiary, Southern Paperboard Corporation, is a typical example of this advance. When completed in June 1948 at a cost of approximately \$16,700,000, this mill included the most up-to-date methods and equipment available at that time. Yet scarcely four years later in order to take full advantage of the advance in techniques and to make other improvements, this extension program was entered into."

The \$5,000,000 addition to the chemical and mechanical facilities of this mill has been completed within the estimated expenditure and with a minimum loss of operating time. Daily capacity has been increased to a maximum of 685 tons of finished paperboard, a substantial increase over the original capacity of the mill. Operations to date show improved quality with an important reduction in the amount of pulp wood used per ton of paperboard.



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## Economy, Speed

(Continued from Page 44)

tions. And since the forwarder's business depends on his speed in filling and moving rolling stock, the small shipment travels just as fast as if it were a carload or truckload.

There is still another area of service where the forwarder comes in handy. Take the case of one of America's automobile manufacturers, with assembly plants located at strategic places in various parts of this country. To maintain efficient production on the assembly line, each plant needs a constant flow of parts from many supply sources throughout the country. The task of ordering the shipping from so many sources and the maintenance of a schedule of deliveries to feed the production line, would be well-nigh impossible were it not for the nation-wide forwarder, who coordinates such moves and handles them in all areas as a single source of transportation. In a very real sense, the forwarder here is an extension of the conveyor belt of mass production.

### Less Accounting Needed

Let's look at the matter from still another point of view—that of the bookkeeping department. The more carriers used, the more bills, the more posting, the more accounting, the more auditing, the more overhead. By using a forwarder, the company effects economy and efficiency at the same time, since there is only one bill to pay per shipment, instead of various bills of a number of carriers.

The nation-wide forwarder serves as an aide to the shipping manager, who simply makes one call—to the forwarder. His shipments are picked up by one truck instead of several, representing a number of carriers, thus reducing traffic at his loading platform—and also in the shipping room. He can stack more compactly, instead of scattering his loads in anticipation of various carrier trucks at all hours of the day. And he knows that the forwarder personnel will determine the most direct and economical routes, as well as assist in obtaining proper classification that often results in savings in freight rates and charges. If anything goes wrong, he knows that he can go directly to the forwarder, instead of worrying over his records to determine which carrier might be involved.

This one fixed responsibility shouldered by the forwarder is a time saver as well as often a "life saver" for the busy shipping department.

By utilizing all the best facilities of the fixed transportation network in this country, the forwarder is thus seen as an important link between a company and its suppliers on the one hand, and the company and its customers on the other.

## Pack For Air

(Continued from Page 20)

intermediate packs should be used for air shipment providing they meet the requirements for strength and water resistance. The heavy exterior container should be removed when unit or intermediate containers are included. When the interior packs are of such small size as to make handling and stowing difficult, they should be handled and stowing difficult, they should be

Certain items of regular shape are sturdy enough to lend to all six faces of the container. Thus, the item or items are rugged enough to withstand the hazards of transportation and the container serves merely to protect the surface or as a means of consolidating unit loads.

(Note—Some items of regular shape may appear sturdy but because of delicate internal mechanism should be classed as fragile.)

The container must be strong enough to withstand preferred handling at the air terminal and in flight conditions including tie-down stresses aboard aircraft. A container may be deemed adequately if it will withstand stacking to a height of 10 feet with similar containers bearing similar loads. It may be necessary to ship material to the air terminal by surface transport. In some instances, this may necessitate a heavier container than would be required for air shipment. Such packs should be designed and marked so that the heavy exterior container will be removed for air shipment.

### Can Container Be Reinforced and Retain Its Lightweight?

Containers may be reinforced in one or more of the following ways:

a. *Steel Strappings*.—Steel strappings may be used on both boxes and crates. When strapping over an irregular load or one that supports the container at a few definite points, be sure to apply the strapping over the areas where the container is supported. When strapping a box containing round metal cans, apply the strapping at points where the cans contact the container, since strapping between the cans would be likely to crush the container.

b. *Filament Tape*.—Filament tape may be used to reinforce fibreboard containers or fibreboard surface containers. Either pressure-sensitive or gummed filament tape may be used for this purpose. These tapes may be used most effectively and economically in short strips, 1" or 2" wide, applied across all seams and score lines and extending 3" to 5" across each face. In most instances, there is no advantage to completely encircling the container with tape. Usually the same amount of tape, or somewhat less, applied to the seams as short strips will be considerably more effective as reinforced.

c. *Nail-on Strapping*.—Nail-on strapping may be used to reinforce corners of crates. This strapping is annealed flat strap that is prepunched or

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plain and is designed for nailing in place. This method of corner reinforcement is especially useful for three-way corner construction, but it may be modified for use of other types of corners. This strapping may also be used to reinforce the nailed ends of the intermediate members and for fastening members to skids, bases, etc., where a nailed joint is in danger of pulling loose.

d. *Cleats*—Cleats may be added as reinforcements to boxes. In such application, cleats may not only serve to strengthen the container, but may also serve as backing for steel strapping. Intermediate cleats added as reinforcement should be the same size as the cleats already present. They should fit snugly in place.

e. *Diagonals*—Diagonals may be used to reinforce crates and protective wooden frameworks of various kinds. Diagonals give greater strength for less weight of material than intermediate members applied at right angles to the outer members.

f. *Fiberboard Sleeves*—Fiberboard sleeves may be used to protect the top, bottom, and ends of a fiberboard box and to reinforce the horizontal score lines. A sleeve should be made from one piece of fiberboard, preferably of the same grade of board as the box on which it is used. It should fit closely over the box, covering the top and bottom and both ends. The length of the sleeve (length of the stapled joint) should equal the inside width of the box so that the edges of the sleeve do not extend over the edges of the box.

### Can Material Be Blocked Braced, or Cushioned?

Many irregularly shaped items of rugged or semirugged nature can be converted to loads that lend support to the container by proper application of blocking, bracing, and cushioning. If the material is properly prepared and cushioning wisely used, the interior protection afforded will often permit the use of a lightweight exterior container, such as a fiberboard box, where a nailed-wood box would ordinarily be used.

Loads which do not support the container because of their irregular shape can be converted to supporting loads by the use of fiberboard die-cuts, by extra heavy cushioning all around or by a framework of wood or plywood.

Fragile parts of articles must be reinforced with blocking and cushioning. An article which has a rugged frame but which has small parts or areas which are fragile must be protected by blocking off the delicate areas in such a way that shocks will be transmitted to the rugged parts of the article. Delicate or highly finished surfaces must be protected against abrasion with cushioning material and protective wraps.

(Note—Cushioning materials must not contact the critical surface but should be separated from it by neutral greaseproof barrier material.)

Sharp or fragile projections which cannot be removed must be protected by blocking or cushioning in such a way that they cannot puncture



ture the container, and so that any shocks received will be transmitted to the more rugged parts of the article. This may be done by pads of cushioning wraps, or supporting frameworks of fiberboard or wood.

Loose or free-moving parts must be secured by tying, taping, wrapping, or other means. These parts can often be secured by kraft paper tape or filament tape.

In some instances, disassembly may be advisable to reduce cubic volume or to remove sharp or long projections which could puncture barriers or require elaborate protection. Removing fragile parts or parts with highly finished surfaces will permit the bulk of the item to be classed as "rugged" and packed accordingly. The removed parts should be packaged separately. They can often be given adequate protection by simpler methods than would be possible if the item were left intact.

(Note—Disassembly should be permitted only if re-assembly does not require special skill or the use of special tools)

Many items are classified as fragile if they can withstand little or no impact without damage. This fragility may be due to delicate internal mechanisms, composition of the material the item is made of, or because of projections which cannot be removed or given separate protection.

Although fragile items require the highest degree of protection, they do not always need to be packed in excessively heavy containers. A sensitive mercury vapor tube, for example, can be packed in a specially designed open crate in which it is cushioned from shock and vibration by means of elastic suspension cords. This type of crate, which permits the object to be seen, will usually receive more careful handling than a completely closed container.

### Must Have Resistance

Containers must have enough resistance to withstand brief periods of rainfall. In general, exterior containers made of domestic fiberboard are the only containers whose strength would be affected by such exposure. Therefore, exterior containers of domestic fiberboard should be made water resistant by the following methods:

a. Wrap in Grade C. Type I, Class II barrier material. Dip in wax when available and over-wrap with heavy kraft paper.

b. When wax dip is impractical, wrap and seal in heavy waterproof paper.

In general, anything weighing less than 30 pounds will require no greater protection than that afforded by a fiberboard box. If the item cannot be blocked, braced or cushioned by the usual methods, extra amounts of cushioning should be used.

(This concludes Part I of this special article on the preparation of cargo for air freight shipment. Next month's article will go into a detailed account of the various types of, and specifications for, lightweight protective coverings.)



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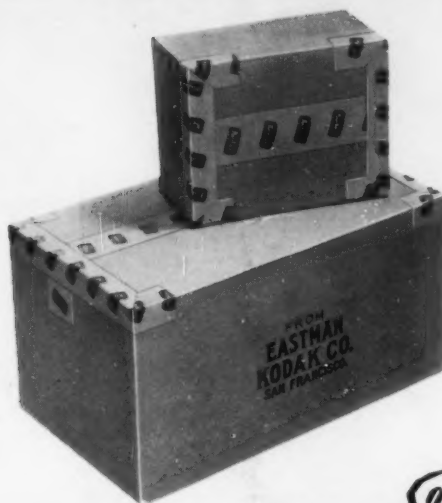
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- ☐ #12 Carton Sealing — The Easy Way
- ☐ #13 Parcel Post Wrap
- ☐ #14 Tape Widths and Weights

- ☐ Send us a Counterboy man to survey our Methods and Materials

Company \_\_\_\_\_

Signed \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_